

MAGAZINE Section



PLANNING A DREAM HOME

Laguna's Famous Festival



Pageant of the Masters is the name given to a spectacular tableau of paintings. This is Hogarth's "Music Box."



Beauty of the famed canvases is strikingly reproduced in real life settings, such as Alma Tadema's "Reading from Homer." Festival has many other features.

Paintings by old masters come to life in a celebrated pageant by an art colony.

By Verner Beck

WAY BACK in 1932—the depression was on then, if you remember—Laguna Beach artists, to give themselves a lift, hung their paintings on a backyard fence and invited the public to come and take a look.

The public did, visitors liked the paintings and the enterprise of the artists, and bought quite a few of the pictures, which undoubtedly is what the artists had hoped would happen.

From that beginning developed the Festival of Arts, which every year attracts thousands of art lovers to Laguna Beach and helps establish Laguna Beach as one of the im-

portant art colonies of the world. Only during World War II years was the event discontinued.

The 15th annual Festival of Arts with its celebrated Pageant of the Masters in living pictures will be presented July 22-Aug. 6 in Irvine Bowl, situated at the mouth of Laguna Canyon. Russell Iredell, portrait artist, is serving his second term as president of the festival, and Verner Beck likewise is in his second year as business manager.

In 1935, Roy Ropp, artist and real estate man, conceived the idea of bringing the paintings of the old masters to life, and the Pageant of the Masters came into existence. In the natural amphitheater of the Bowl, these masterpieces of art are produced with living models—residents of Laguna Beach—expertly made up, authentically costumed and posed against backgrounds painted to scale and enclosed in huge gold frames.

SOME 60 paintings and sculptures are presented each season. Traditionally, each night closes with presentation of Leonardo da Vinci's "The Last Supper."

For several years, the pageant has been viewed by more than 50,000 persons each summer.

Each picture with its living models is posed before the public for one minute, which to the cast members, can be the longest minutes of their lives, for they must not move a muscle in that period. Smaller chil-

dren, however, are often overcome by curiosity and turn their heads to find out what's going on. This adds to the "color" of the occasion.

While one picture is being shown on the stage, two others are being readied behind the scenes, all of which must be done within the space of 90 seconds. Plans are now under consideration by the board of directors for a new facility, possibly by next year, this to have a revolving stage which will permit of a smoother change of pictures.

All back-stage crews are thoroughly trained. Costumes, made from cast-off garments, and even old rags, must be authentic with the old master's painting. Wigs are made by experts, and all properties are made by another special crew. Background shifters, stage shifters, frame shifters, lighting engineers, cast members and the director must work "by the clock," for seconds count in presenting this lavish production of the Pageant of the Masters.

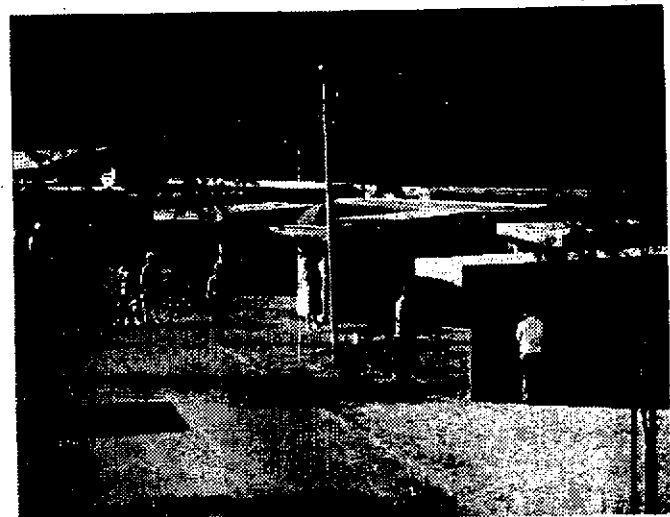
Festival grounds are gay with booths in which artists

show their paintings and ceramists display their handicraft. Only such things as actually are created in Laguna Beach may be shown.

ACTIVITY starts on the festival grounds in the afternoon, with free-for-all art classes for youngsters, and how they love to don a smock and emulate the old masters with their conception of paintings and drawings. Their finished work is hung on clotheslines for mutual admiration and criticism by the public.

Boys and girls of Orange County schools also have their own junior art gallery on the grounds. From kindergarten through junior college, their art work is judged, and two hundred of the outstanding paintings and drawings are hung in their own gallery, of which Anna Mary Beck is chairman.

The Don and Ivy Puppet



Artists, ceramics workers and skilled craftsmen show their creations in booths at the Laguna Art Festival.

Theater is one of the popular places on the grounds, for adults as well as juveniles. Beautiful Irvine Bowl in

which the pageant is presented, is claimed by experts to be the best, acoustically, in Southern California.

Following the Harvests

By Bill Conway

THERE ARE trails that saunter across the land, from Millinocket and Muscatine, from Madison St. and Main Ave., from little lost villages sunk in seas of rippling wheat. The trails run west . . .

There are people who watch, with wistful eyes, the cars go sighing by. They dream of purple shadows that drift at dawn and dusk across far wind-stroked dunes. They know about the swarms of stars that go wheeling over as they did when the world was new. They have seen pictures (on postcards from adventuring friends) of the desert tamarisks and the palo verde trees along the road, the scarp and scar of ageless hills that lift from the desert floor. Some day, they always say, we shall go and see . . .

There are other people, however, who do not wait until it is too late to see with eyes still young the benison of a desert dawn, the glory of a springtime sunset, and accept with grateful hearts the quiet peace of the desert night.

Aristocrats of these wandering folks are the so-called fruit tramps, who, incidentally, are not tramps in any sense but industrious, cultured people who just like to get around.

There are, of course, the "stoop-crop" workers, many of whom are "wetbacks" who managed to elude the immigration



Cliff and Elsie Harvey are fruit packers, following the harvests. They relax here within trailer-home.

officers—at least, for a while. There are Mexican Nationals who came without a permit. They get about 60 cents an hour and their chief concern is making a day-by-day living. This piece, however, is about the fruit packers who follow the harvests from the Mexican border to the apple orchards of the northwest and

back again. They are not the "Grapes of Wrath" people. Rather, they live better than the average city worker and pay a pretty fat income tax chit each year.

It may be surprising to know that a man-and-wife team of tomato packers makes from \$35 to \$45 a day. Do you know that many of these teams of skilled workers are sending sons and daughters to

(Continued on Page 7, Col. 1.)

Camera ANGLE

By The Shutterbug

HERE'S an idea for you ladies who are hosting these days—but you who aren't, and the men, can read it too because it can be adapted to practically any social occasion. While it isn't likely that any woman will forget the parties her friends gave her when she was married, the memories will live in greater freshness and detail if you take pictures of her and the guests at the shower. So, plan to make a series of informal shots which

can be collected into a gift album for the bride.

Of course, you will want to make your picture as easy as possible and certainly won't want it to slow up the party. Therefore, a little pre-party planning is indicated.

First of all, you must decide whether you want to make your pictures by photoflash or photoflood. This will be determined largely by your camera and personal preference. If yours is equipped for synchronized flash that will enable you

to make spur-of-the-moment shots and give you the advantage of being able to take pictures in any part of the house at will, you can catch the honor guest's delighted expression as she opens the first gift . . . picture the beautifully decorated luncheon table . . . snap the bride as she chats with her friends, singly or in groups. Unless the party is very large, you will be able to include each of the guests in at least one picture.

However, if you wish to use photoflood, you can make a very satisfactory series of pictures, but a little more planning is necessary. You may choose to use only one photoflood lamp, to keep the arrangement as simple as possible. In that case, before the party arrange one or two rather small chairs in an attractive corner of the room and plan your light so that it will be about seven feet from the chairs and its light directed



Picture of bride with her gifts was made with one photoflood lamp: speed 1-50 second and shutter 1-6.3.

slightly above the heads of their occupants.

In this setting you can picture the bride with various gifts, as she receives them, opens them, or says "Thank you." This will give you a good chance to show your ingenuity in varying the shots so that they can be made within the same setup and yet will not be monotonous. If you are not familiar with flash or photoflood picture making, ask your photo dealer. He will be glad to assist you.

WITH the Camera Clubs . . . Long Beach Camera Guild will engage in an inter-club print competition with the Alhambra Camera Club, Friday, 8 p. m., at the Franklin

Junior High School, Sixth St. and Cerritos Ave. Each club will enter 50 prints to be judged by three critics. This promises to be an outstanding exhibit of photography. The Alhambra group placed first and the local club third for the fiscal year just completed in the Southern California Council of Camera Clubs' monthly contests. Arthur D. Jencks, president of the guild, announces that visitors are welcome to the meeting but suggests early arrival for best seating. The Photo Forum will hold its regular meeting Wednesday, 8 p. m., at the North Long Beach Y. M. C. A. . . . C. C. of San Pedro has a meeting scheduled for Friday, 8 p. m., at the Anderson Memorial Bldg., Sixth and Mesa Sts. Membership is open and visitors are welcome to these clubs.

BEG, BORROW or steal a copy of the July issue of Camera magazine for the picture series, "The Cats' Camera Club" by Walter Chandoha. Every camera club member will recognize a fellow member and perhaps himself in some of the expressions that Chandoha has captured.

MAYBE that baby shot of which you are so proud is worth \$100 to you. Frederick Fell, Inc., wants baby pictures of all kinds for a new book, "Fellow Americans," to follow the popular "Fellow Citizens." Every print accepted will bring home \$100 to its maker. Send prints (not negatives) to Frederick Fell, Inc., Dept. 850, 386 Fourth Ave., New York 16, N. Y.

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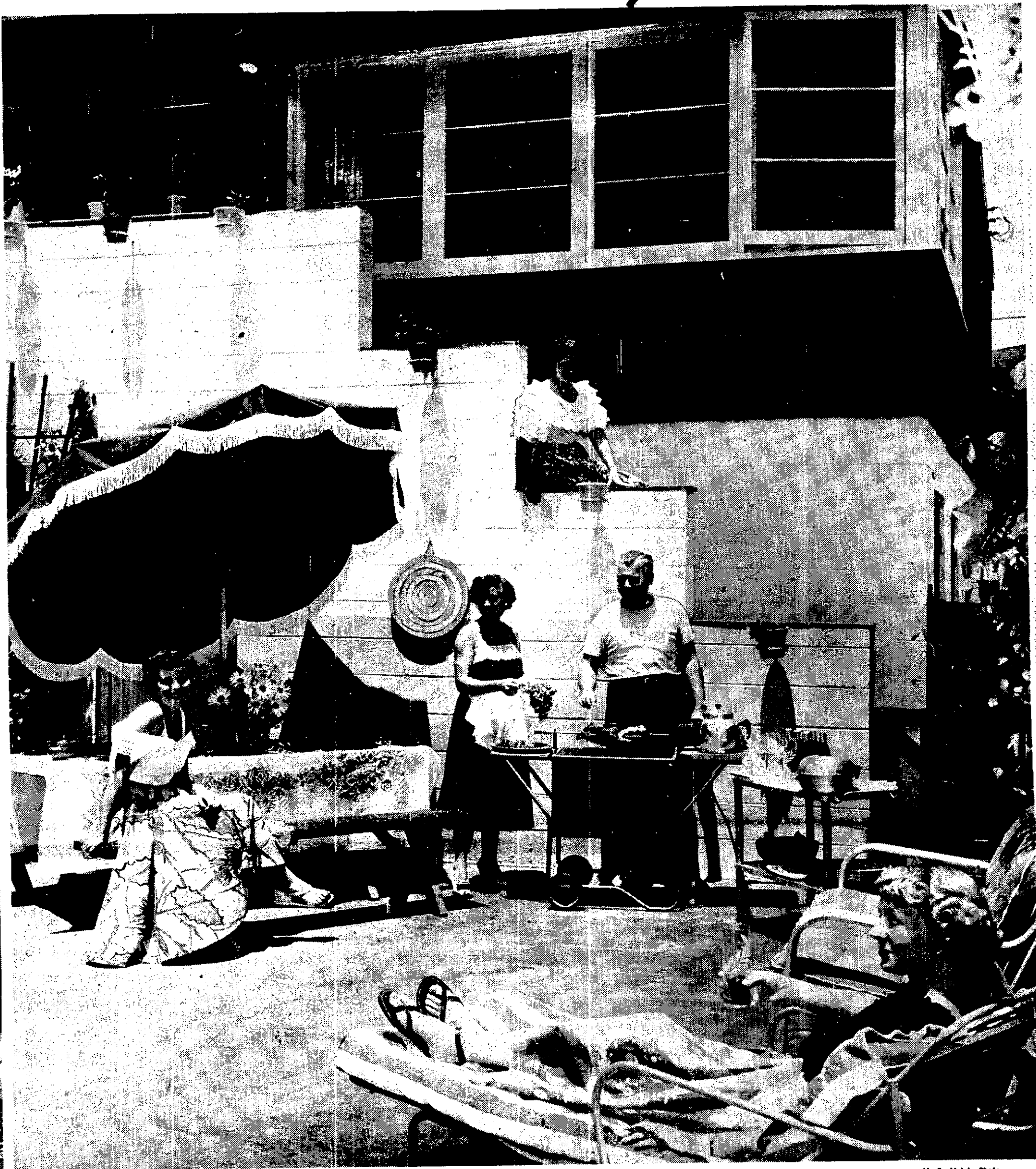
PACIFIC SUNDAY MAGAZINES
FRED TAYLOR SMITH,
Magazine Editor



Cliff Harvey is pictured on the job at his stand in a tomato packing shed where he and his wife both work.

Dreams of *Outdoor Living* Come True

Carefree hours of lazing in patios, cool dips in pools, soft drinks and relaxing chairs in a lanai, cooking out of doors, suntanning in a garden bright with color, beauty and perfume of flowers. These are all dreams which come true in the homes of the Southland—part of a happier way of living. In Long Beach are homes by the score in which facilities for outdoor living have been incorporated from the very inception of plans or have been developed as part of a continuing homesite improvement program. Professionals are called in for the more elaborate of barbecue-patio setups. Some amateurs prefer to work out their own plans and construct their own open-air living spaces—and who can say they may after seeing some of the beauty such amateur craftsmen have been able to produce or the tremendous satisfaction inherent in creating something of lasting quality with hands unaccustomed to the job? Pictures on this page tell better than words how much happiness there can be in a lanai, patio, barbecue or pool.

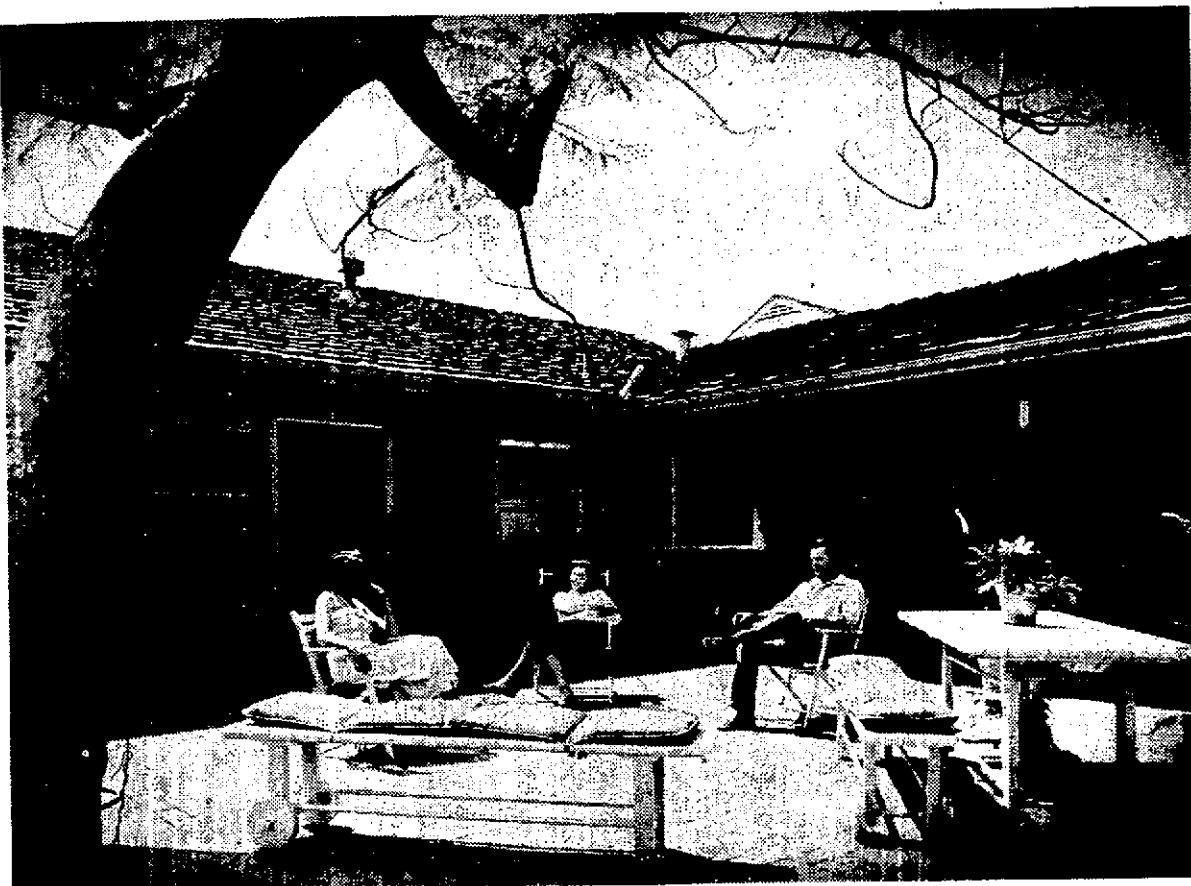


—H. S. Melvin Photo

The table's spread and guests relax as Ann Bowler makes salad and John D. Bowler Jr. barbecues chickens in the Bowler home patio, 415 Ocean Ave., Seal Beach. Guests are Beth Berry (left), Mrs. Stanley Olsen (on stairway center) and Mrs. John M. Dallas Jr. (right).



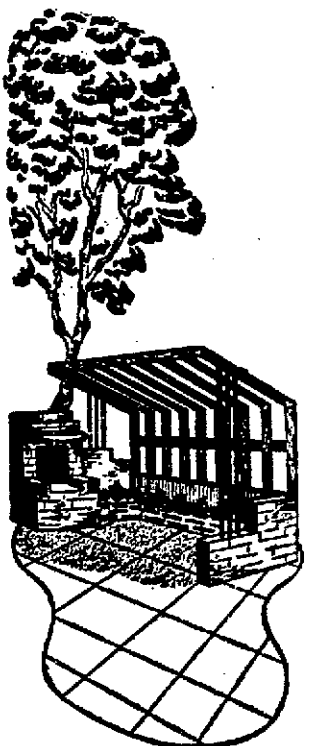
Jeanne Nelson, Mrs. Roy Nelson, Virginia Penoyer in Nelson patio, 1202 Roosevelt



Relaxing for a moment of sunshine in the brick-paved patio of the Jack Burrell home, 4400 California Ave., are Mr. and Mrs. Burrell and Mrs. Wm. Jewell.



The view above is of the swimming pool at the W. B. Von Kleinsmid home, 4406 California Ave., Nancy Von Kleinsmid at corner of pool, Carol Featherman at side, Norma Johnson in pool, Joan Bryden on board.



—Elden L. Fitzgerald Photos

\$30 Million Movie Studio Is City Within a City

Company Has 3680 Workers

By Gene Handsaker

HOLLYWOOD, July 15. (AP) Ever wonder what it takes to keep a \$30,000,000 movie studio going?

It takes, among other things, 80 loaves of bread and four crates of lettuce a day. It takes 20 pounds of common pins and a month and about 35,000 yards of cloth a year. It takes nearly 5000 cakes and sticks of make-up a year. It takes steaks for Gable, small sandwiches for Astaire, and chocolate sundaes for Hepburn.

A person could live out his life quite agreeably on the five lots and 185 acres of M.-G.-M. Wood-paneled dressing rooms of stars like Van Johnson and Robert Taylor are handsomer than the average apartment. The commissary feeds around 1400 a day. There's a four-chair barber shop on the lot and a hospital with a doctor, two nurses, and an ambulance. There's a gym to keep our hypothetical dweller fit and a newsstand to keep him informed.

Esther Williams' half-block-long swimming tank on a sound stage offers recreation. An artificial lake contains 12,000,000 gallons of water. A glass-blowing shop makes odd-shaped bottles. A leather shop turns out saddles and boots—these if our man felt like handicraft hobbies. And when he died, the lumber yard, carpenter shop and prop department would team to build him the finest of coffins. A plaster shop would construct a magnificent marker, as it has just done in reproducing Justice Oliver Wendell Holmes' headstone. It would take a month or more to inspect all departments and meet all 3680 regular employees.

The messenger department employs 18 couriers, mostly pretty girls about 19 years old.



She's No Cinderella --Not Nancy Olson

HOLLYWOOD, July 15. Last year Nancy Olson hadn't even lunched at a movie studio. Today she has four starring screen chores to her credit, opposite such stalwarts as Bing Crosby, Barry Fitzgerald, Randolph Scott and William Holden.

Moreover, the former U. C. L. A. coed has met and married Allan Lerner, scion of the famed Lerner Store chain family, a young gent who tosses off scripts for Broadway hits like "Brigadoon" in his spare time.

But blonde Miss Olson doesn't like being called a Cinderella.

In the first place, she didn't rise from scullery maid to film star—she hails from a wealthy midwestern family and her

dad's a doctor. Secondly, she insists her rise was far from meteoric.

"I worked hard at it," she emphasizes. "Studied acting and stagecraft in school, high school and at three universities. Then I graduated to acting for pay in pictures, like a medical student graduates from free internship to the establishment of his own remunerative practice. All this Cinderella stuff is false."

Nonetheless, Miss Olson must concede success has come her way without a struggle. She didn't have to climb the ladder rung by rung, first in bit parts and later supporting roles. A Paramount scout saw her performance in a campus play at U. C. L. A., she was tested and signed, and in short order teamed with Randolph Scott in "Canadian Pacific," a film shot on location in the Canadian Rockies. So she got a free trip tossed in, too.

In quick succession, the studio shoved her into "Sunset Boulevard," then linked her with Bing Crosby in "Mr. Music," next teamed her with William Holden and Barry Fitzgerald in the thriller, "Union Station."

The strange aspect of all this is that none but the first has yet been released. Miss Olson is a movie star nobody recognizes on the street. In a way she's happy to escape the mobs, but she admits it might be fun being asked for autographs.

She also admits she never even dreamed of a movie career until Paramount came to her—not she to the studio. Nancy'd pondered on a possible stage career in New York, but mainly radio held her interest. When only 12 she had her own show on WTMM, the Journal station in her native Milwaukee. She felt her film chances would be so slim that she at no time intended to try for a film contract—and fail.

Perhaps the most curious twist of all is that this brand new Hollywood star, this girl who insists she's no Cinderella, scored her earliest success in Milwaukee on a radio program impersonating no one else but Cinderella, herself.

Not for Long

Almost every time a star buys a house, he is hustled off on location. Cornel Wilde, who got back from Switzerland just in time to leave for New Mexico with a film unit, says he will have about two months to live in his new Bel-Air home before departing for England to do another picture.

Bob Burns Not to Quit

HOLLYWOOD, July 15. (AP)

A rumor was around the other day that Bob Burns, the bazooka-blowing comedian, had quit show business for good. No, Bob said, he's just been taking another of his periodic vacations from entertaining. He used to alternate vaudeville with hobnobbing or working at surveying, pitching hay, or waiting table. Now he takes life easy on his 70-acre valley ranch.

He thinks he'll go back on the radio next year—"but it's not going to be a grind, it'll be fun." Probably 15 minutes a day of anecdotes in his Arkansas drawl.

Bob quit radio two and a half years ago after 13 years. "You get awfully dogged down weary of it," he said.

Burns, who'll be 56 this Aug. 2, did his first vaudeville show in 1911 in New Orleans.

When he does return to radio—and he has had numerous offers—"it'll be a kind of show that doesn't take all that beatin' your brains out. It'll be with people I like to work with, who'll let me do it my way."

Music Notes

Bruno Walter to Direct N. Y. Orchestra Abroad

BRUNO WALTER, who conducted the Los Angeles Philharmonic Orchestra in a Long Beach concert a few weeks ago, and Dimitri Mitropoulos will conduct the New York-Philharmonic Symphony Orchestra when it plays at the Edinburgh Festival in Scotland next year. It will be the first visit of this musical group to Europe in 21 years.

The orchestra will give between 12 and 14 concerts, starting Aug. 19, 1951. Famed soloists will appear with the orchestra, which will take all of its 104 members on the trip.

The last visit of the orchestra to Europe was in 1930, when Arturo Toscanini conducted it in 23 performances in London and the leading cities of the continent.

A considerable outflow of American talent to Europe has been in progress to Europe this current summer season.

Among the larger groups is the New York City Ballet Company, which started an engagement of six weeks at the Royal Opera House, Covent Garden, on July 10. After the London engagement the company will tour the British provinces, returning to New York late in September for its fall season at the City Center. The visit is in reciprocation for the tours of the country by the Sadler's Wells Ballet of London. Sixty members of the New York company will make the trip.

Another group to invade the British Isles is the Purdue University Glee Club of Lafayette, Ind., which has been taking part in the International Eisteddfod Musical Festival in Wales.

The glee club represented the

United States in a kind of vocal "Olympic" games, competing against choral groups from 13 European nations.

THE Blanche Thebom Scholarship Foundation is now taking applications for its \$1500 Christmas award to be made to a young American singer planning a musical career.

The scholarship, open to singers between the ages of 25 and 30, provides for two years of study. It is not designed for beginners, but for more advanced singers who need another year or two of study to be ready for the concert stage. Auditions will be held in New York in November.

Not Funny, but They Laugh!

HOLLYWOOD, July 15. (AP) Thelma Ritter plays bedraggled housewives and sad-faced cooks and maids in the movies. She thinks her characters seem to click because "they're very indestructible. No matter what happens to 'em, you know they'll land on their feet." She gets lots of laughs but says, "I'm not funny. The line is funny only because of the character saying it. I'm totally at a loss with physical comedy. It embarrasses me."

Miss Ritter got her movie start as the weary mother consulting a department store Santa Claus, with her small child, in "Miracle on 34th St." She has now progressed to the point where she gets her man (Larry Keating) in "The Mating Season." But her dresses are still plain. Two are \$3.95 and \$4.98 prints from

a Hollywood bargain basement. Her most expensive costume in the picture is an \$11 suit.

Thelma was born in Brooklyn, on Hart St., on a Valentine's Day—a combination that causes her to remark, "How corny can you get?" At 15 she joined a stock company. From bits she moved into character and then leading roles. She has been married for 23 years to a former stock-company actor, Joe Moran, now a leading advertising agency's vice president in charge of radio and television.

Miss Ritter left stock for radio, where played "psychopaths all the time" for "Mr. District Attorney" and other network dramas. After "Miracle on 34th Street," she played Saddle, the maid employed by Ann Sothern and Kirk Douglas in "A Letter to Three



Gloria Swanson, one of Hollywood's all-time "greats," returns to the screen after too long an absence in Paramount's "Sunset Boulevard," a modern-day

drama of Hollywood life. And Gloria's still the glamorous, glorified actress of years past. William Holden, Erich von Stroheim, Nancy Olson also are in the cast.

Record Album

By David C. Whitney

ALFRED DRAKE, Broadway musical star, is featured in an outstanding Decca recording of Kurt Weill's American folk opera "Down In The Valley." The musical love story of Brack Weaver and Jennie Parsons fills two sides of a 10-inch long-playing record. The production was supervised by the composer just before his death.

RCA Victor has added several new albums to its dance band series, Gene Krupa playing Fats Waller's music, Frankie Carle playing Frank Loesser's music, and Frankie Carle's "Sweethearts," a collection of love songs.

Stan Kenton's Orchestra on "Innovations in Modern Music, Vol. 1," displays the full range of his modern jazz style. The Capitol album contains four 16-inch records, featuring June Christy on the vocals.

Bob Hope and Margaret Whiting combine their talents for "Blind Date," a clever conversational record in the style of "Baby, It's Cold Outside" (Capitol) . . . Tex Beneke's band has a peppy new novelty, "Tzin-Tzun-Tzan" (Victor) . . .

The latest for Teresa Brewer is "The Picnic Song" and "Let's

Have a Party" (London) . . . That great blues singer, Mildred Bailey, has a fine pair in "Blue Prelude" and "Cry, Cry, Cry" (Decca) . . . George Shearing's five-piece group does a good job on "I Didn't Know What Time It Was" and "How's Trix?" (M-G-M) . . .

Arranger-conductor Hugo Winterhalter has recorded "My Destiny" and "Foggy River" (Victor) . . . Intimate singer Nellie Lutcher's latest are "Loveable" and "Kinda Blue and Low" (Capitol) . . . Sarah Vaughan's singing of "Our Very Own" should be one of the leaders among the many recordings of that number (Columbia) . . .

Van Johnson does a good job singing "You Can't Do Wrong From Right" from the MGM musical "The Duchess of Idaho" (M-G-M) . . . Kay Kyser's outfit has another recording from the same musical, "Let's Choo Choo Choo to Idaho" (Columbia) . . . Connie Haines waxing of "Teasin'" is very pleasin' (Coral) . . .

NEW SINGLES: Louis Jordan sings in his never-changing style with his Tynpany Five "Baby's Gonna Go Bye Bye" and "Heed My Warning" (Decca) . . . Apparently preparing for the Fourth of July, RCA Victor has recorded two new versions of Sousa's "Stars and Stripes Forever." One is a dance version by Ralph Flanagan's band and the other is a singing arrangement with Dennis Day and Freddy Martin's orchestra. . . .

That international lover, Frank Sinatra, has two sentimental pieces in "American Beauty Rose" and "Just an Old Stone House" (Columbia) . . . Johnnie Johnston and Joan Edwards have a cute duet with "Darn It Baby, That's Love" (M-G-M) . . .

'Sunset Boulevard' Drama of Frustrations

HOLLYWOOD, July 15. "Sunset Boulevard," soon to be released by Paramount, is a modern drama of the frustrations, the ambitions, the romances and the tragedies of a small group of people living in Hollywood.

It concerns a young, disillusioned and broke screen writer; the fiftyish one-time screen queen who falls in love with him and dreams of a comeback; a former famed director who is the ex-star's devoted slave; and a bright-eyed studio story analyst who also loves the writer. It opens in a morgue, tells in one long flashback why and how these tangled lives led to murder.

Production-wise, "Sunset Boulevard" is one of Paramount's most important pictures. It boasts a stellar cast headed by William Holden, versatile and talented actor; Gloria Swanson, still glamorous star of yesteryear returning to the screen for the first time since 1941; Erich von Stroheim, who has won renown both as director and star returning to Hollywood for the first time since 1943; and Nancy Olson, promising young actress who more

than held her own in this top-flight company.

The large supporting cast includes such interesting personalities as Cecil B. DeMille, Buster Keaton, H. B. Warner and Anna Q. Nilsson. Playing themselves are such prominent Hollywood citizens as Hedda Hopper and Sidney Skolsky, columnists; Jay Livingston and Ray Evans, song writers.

"Sunset Boulevard" is another hit collaboration of Charles Brackett and Billy Wilder, the men most responsible for the Academy Award-sweeping "The Lost Weekend," "The Emperor Waltz," "Five Graves to Cairo," "A Foreign Affair." Brackett was the producer, Wilder, the director, and they teamed on the original screen story with D. M. Marshman Jr.

Douglas to Stay in 'Ace in Hole'

Kirk Douglas, who began his Hollywood career at Paramount five years ago, returns to that studio next in one of the prize roles of 1950. Douglas has been signed for the top role of Chuck Tatum, a newspaperman with an eye for the angels in Billy Wilder's "Ace in the Hole."

Regarded as one of the most off-beat and sensational newspaper stories ever filmed, "Ace in the Hole" is an original by Wilder—who directed and collaborated on the scripting of such hits as "The Lost Weekend," "A Foreign Affair" and more recently "Sunset Boulevard"—with Lesser Samuels and Walter Newman. This will be Wilder's first assignment at the studio as producer-director.

Producer Likes Clothes Tailors Don't Design

By Jack Metcalfe

HOLLYWOOD, July 15. (AP) Sam Marx, a producer on the Metro-Goldwyn-Mayer lot, has pulled what he calls a switcheroo on the master tailors.

In the same spirit that they demonstrate in their frequent selections of the 10 best dressed men, Marx has elected them the "very nicest clothes designers in the world," and for good reason.

"It's not so much what they do design, it's what they don't," Marx said, casting a weary eye on the over-activity of the men and women who whip up feminine attire.

"I like those other guys because they don't design a brand new style for a well-dressed man every 24 hours, like de-

The Living Theater

N. Y. TV Program Has Zip

By Jack Gaver

DESPITE progress, good network television shows are still in the minority, so it came as something of a shock to find that one of the better TV programs is confined to the New York area.

This is a 25-minute musical variety program of intimate nature called "Easy Does It," which is on NBC's New York outlet. Arthur Godfrey, who is a video star on a rival network, calls this his favorite TV program and plugs it on his CBS sessions.

The guiding genius of "Easy Does It" is a handsome, tall, blonde chap named Johnny Andrews, who sings and accompanies himself on the piano. His partner is a pretty red-head named Francey Lane, also a singer. The two, with guest talent, turn out these 25-minute shows Monday through Friday every week.

There are a couple of things that could be responsible for failure to put this show on a network basis. "Easy Does It" is well into its second year and Andrews is not a big Hollywood or Broadway name. The networks and agencies building TV shows these days are name-crazy and too often merely hope that the entertainment will take care of itself.

More than 400 performances is a good record, but it also may mean that Andrews and his program are rather taken for granted by the NBC big-wigs. That's one of the penalties for getting in on the ground floor. The old "can't-see-the-forest-for-the-trees" situation.

Andrews isn't one to be discouraged, however. He goes right ahead week after week turning out top entertainment based on enough original video presentation ideas to keep a whole network busy; ideas that he uses once and forgets about—and finds others using later on. Only one of his ideas left him any regrets—he used a live mule to illustrate a rendition of "Mule Train." The mule bit him!

Andrews' success didn't come easily. The 33-year-old, Bostonian, who has carefully lost his Bah-ston accent by the way, came to New York more than eight years ago without prospects. He got a job as a fill-in at the piano at various cocktail lounges. After war-time service in the Air Force, he got into radio through the local station, WNEW, where he sang six nights a week for three years. NBC then discovered him.

"We try to regard our television show as a Broadway musical in miniature," explains Andrews. "That means we can't just sit around and sing and chatter. There's a terrific lot of work involved in the way of rehearsals, but it's the only way to give honest entertainment."

A sentiment that some of the big network shows might well adopt,

signers of women's clothes," he said.

Producers, who have to worry about such things even more than husbands, are hard-pressed to keep up with changing fashions because their actresses can look like last week's mode with no trouble at all.

That's because from six months to two years can elapse between shooting a picture and releasing it.

But men's clothes give Marx a moment of irritation because he said it takes years to make men's styles look dated.

"Even Herbert Hoover's clothes look okay on him," the producer remarked. "But I'd hate to think one of my stars wore a dress that appeared to have come from a last month's remainder sale."

Outdoor Cuisine

Southland Specialty

EXCEPT for the frosting on the cake, perhaps, mealtime decorations generally aren't eaten. Atmosphere, however, is important to dining and digestion and that is why Southland backyard barbecuing has set the pace for a nation—it's so pleasant.

Every man has his own ideas about a barbecue layout. He may have only a fire between stones and a few sticks for utensils, a portable grill and a couple of lawn chairs or he may have a more complete set-up, like that of Dr. John C. Cottrell, 26 Lindero Ave., pictured here. Dr. Cottrell uses a vertical fireplace and can use either charcoal or briquets. The cylinder above his spit is perforated and rotates, basting meat in a left to right action. Barbecue sauce is poured into the container through a funnel and juices that drip down are caught in a pan. To be put back in the baster or saved to pour over the meat when done.

Many kinds of meat may be barbecued in many ways—broiled steak to shishkabobs—but Dr. Cottrell is cooking spareribs and we'll start with his dish first. He bakes the spareribs, garnished with onions, in a covered pan for one hour at 450 degrees to insure

By Mildred K. Flanary

against uncooked pork and to drain away excess fat. The ribs may be baked in advance and warmed at the charcoal fire or may be taken directly to the spit. When hot and saturated with sauce—well, do what comes naturally in that case. Now for the barbecue sauce a la Cottrell:

- 1 clove garlic
- 1 cup catsup
- 1/2 cup wine vinegar
- 1 teaspoon curry
- 1 teaspoon paprika
- 1/2 teaspoon chili powder
- 1 dessert spoon liquid smoke
- 1 1/2 tablespoons brown sugar
- 1 cup beef stock (use 1 cube of beef bouillon dissolved in cup of water for stock)
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 1/2 teaspoon dry mustard
- 1 dessert spoon Worcestershire sauce

Add all ingredients and let stand several hours before using. This recipe will furnish enough sauce for 6 to 8 pounds of spareribs.

Many of our "Chefs of the Week" have shared with us their favorite barbecue recipes and we repeat some of them below.

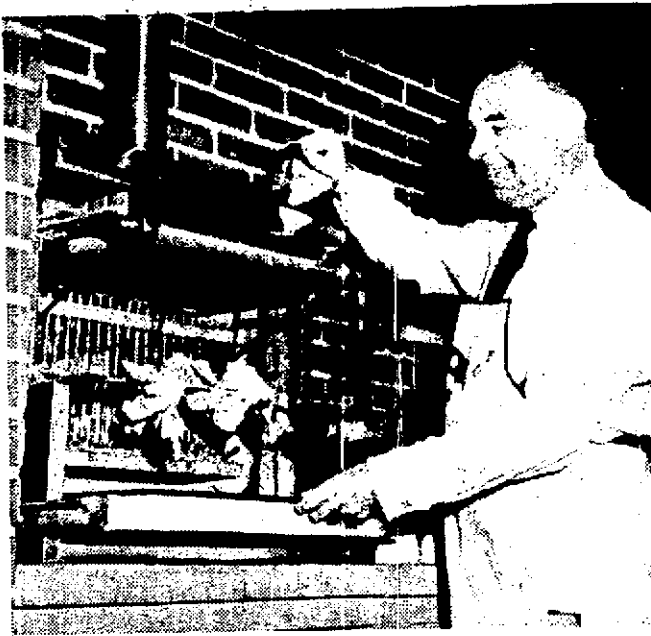
A STEAK is no longer a habit but an occasion, so don't mistreat it. Fred Dean, famous for his barbecued steaks, does them this way:

First snip the very edge of the sirloin (rib, club, tenderloin, porterhouse or T-bone are good, too) with kitchen scissors or a sharp knife, cutting a bit on the bias. Just the edge, mind you, not into the meat, or you'll lose juices. This snipping keeps your steak smooth and flat—no bumps and hummocks to brown unevenly.

Have steaks cut 1 1/4 to 1 1/2 inches in thickness. Sprinkle them with a considerable amount of Seasonette seasoning on both sides. Then cover steak lightly with oil and rub in Old Hickory smoked salt, until the steak is well covered. After both sides of steak have been seared, brush occasionally with mixture of Seasonettes, Old Hickory and oil. Let fire of hardwood or charcoal burn down to a good thick bed of live red coals. Set grill three to five inches above coals, rub hot grill with pieces of suet to keep meat from sticking. Serve with baked potatoes and tossed green salad.

SHOULD barbecued chicken be your choice:

Have four broilers quartered,



—Photos by Jasper Nutter

Spareribs are a specialty with Dr. John C. Cottrell, as they are with many Southland home barbecue chefs.

with neck and backbone removed. Brush quarters with barbecue sauce (recipe given below). Broil on grill, cooking inside first; then turning to skin side. Baste as often as necessary until done, with sauce.

To make barbecue sauce:
1 onion chopped
2 tablespoons fat

- 2 tablespoons vinegar
- 2 tablespoons brown sugar
- 2 tablespoons lemon juice
- Salt
- 1 cup tomato catsup
- 2 tablespoons Worcestershire sauce
- 1/4 teaspoon prepared mustard
- 1/4 cup water
- 1/4 cup chopped celery
- Cayenne

Brown onion in fat and add remaining ingredients. Simmer 30 minutes. Makes 3 cups sauce.

WALTER HAVEKORST'S Barbecued Hamburgers De Luxe topped with his special sauce are gaining in popularity, too, and here is his procedure:

- 2 lbs. ground round
- 2 large onions
- 1 green pepper
- 3 eggs
- 1 teaspoon salt
- 1/2 teaspoon pepper
- Grind onions and pepper and mix with ground round. Add remaining ingredients and blend thoroughly. Grill as desired, preferably on outdoor

grill. Serve with barbecue sauce (below) on toasted bun.
1 cup tomato catsup
1/2 cup chili sauce
2 tablespoons vinegar
1 teaspoon dry horseradish
2 tablespoons Worcestershire sauce
Salt
2 small red chilis (ground)
Mix well and bring to a boil.

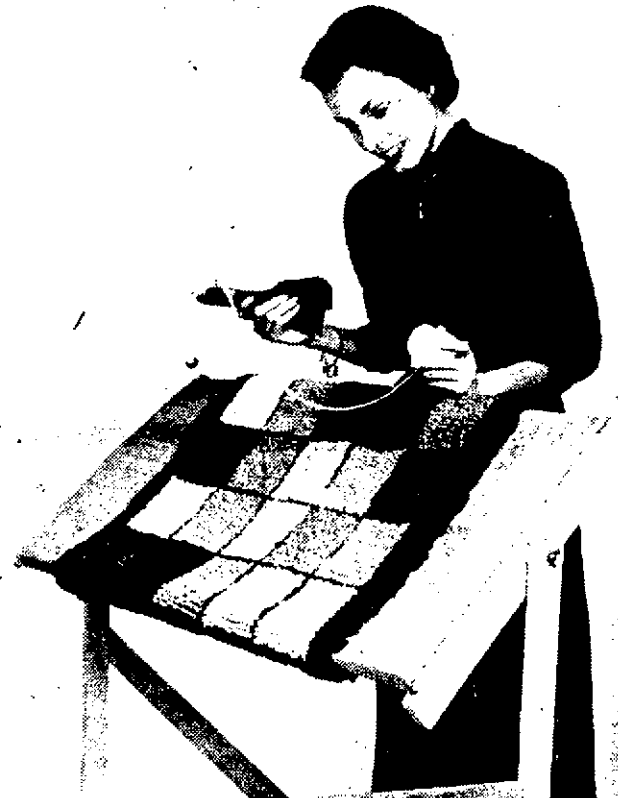
Try Hooking a Rug

By Jere Elder

IF YOU can't take a vacation, you can take up a relaxing hobby. Needlework experts recommend hooked rug making for both its soothing effect upon nerves and disposition and for the worthwhile results you can achieve. Hooked rugs are considered to be among the most beautiful of all homecraft rugs—and a woman—or man—can produce a rug to be proud of with little or no previous experience.

All you need in the way of equipment is a frame and a rug needle. Both of these items are inexpensive, last for years, and can be purchased in most art needlework departments. A frame for hooked rugs can even be made at home if you are unable to locate one in the stores. The most convenient size for a frame is 30x40 inches and this can be made from four strips of soft wood approximately two inches wide and 1/4 of an inch thick.

For each rug you make, you need a rug foundation and rug yarn. A new all-nylon yarn just recently introduced has special appeal for hooked rugs because of its brilliant color and soft luster. Seven skeins of this yarn will be sufficient for a 24x30-inch scatter rug. Rug foundations come already stamped with attractive designs, both simple and elaborate. You can also buy plain rug canvas and create designs



Even a beginner can hook a rug like the one displayed above. Few materials are needed to pursue such activity.

of your own, as you become more experienced. Even beginners can make a very attractive rug on plain rug canvas by doing squares in different colors, like a patchwork quilt. One of the important rules to follow in hooking rugs is to attach the rug foundation firmly to the wood frame. Be sure the foundation is tight and square on the frame so that the borders will be straight. Remember to tie no knots, but leave the ends of yarn loose and cut off later. For extra firmness, a good trick is to secure the ends of yarn with rug cement.

To keep a straight outer edge on your rug, make a

shorter pile on the first two outside rows. And in proceeding from one stitch to the next, "drag" your needle across the surface of the rug foundation rather than raising it above the surface. This will help produce a firm, even pile. A little experience will teach you the proper distance between rows in a hooked rug. Do not make rows of stitches too close, to avoid having pattern become too fully packed with yarn. Be careful, however, not to make rows too far apart, producing empty spaces in your rug.

Hooked rugs can be washed like all yarn rugs. Be sure to rinse thoroughly and dry completely before using again.

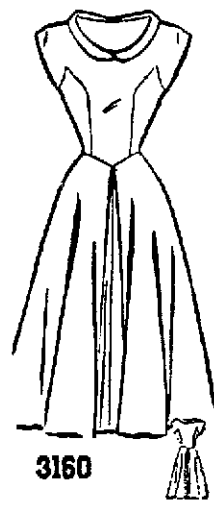
Date Dress

THIS youthful and charming dress for summer and fall date wear is simply styled with a low-cut, flattering neckline, the merest of sleeves and figure-hugging lines. You'll dance the hours away in this junior charmer.

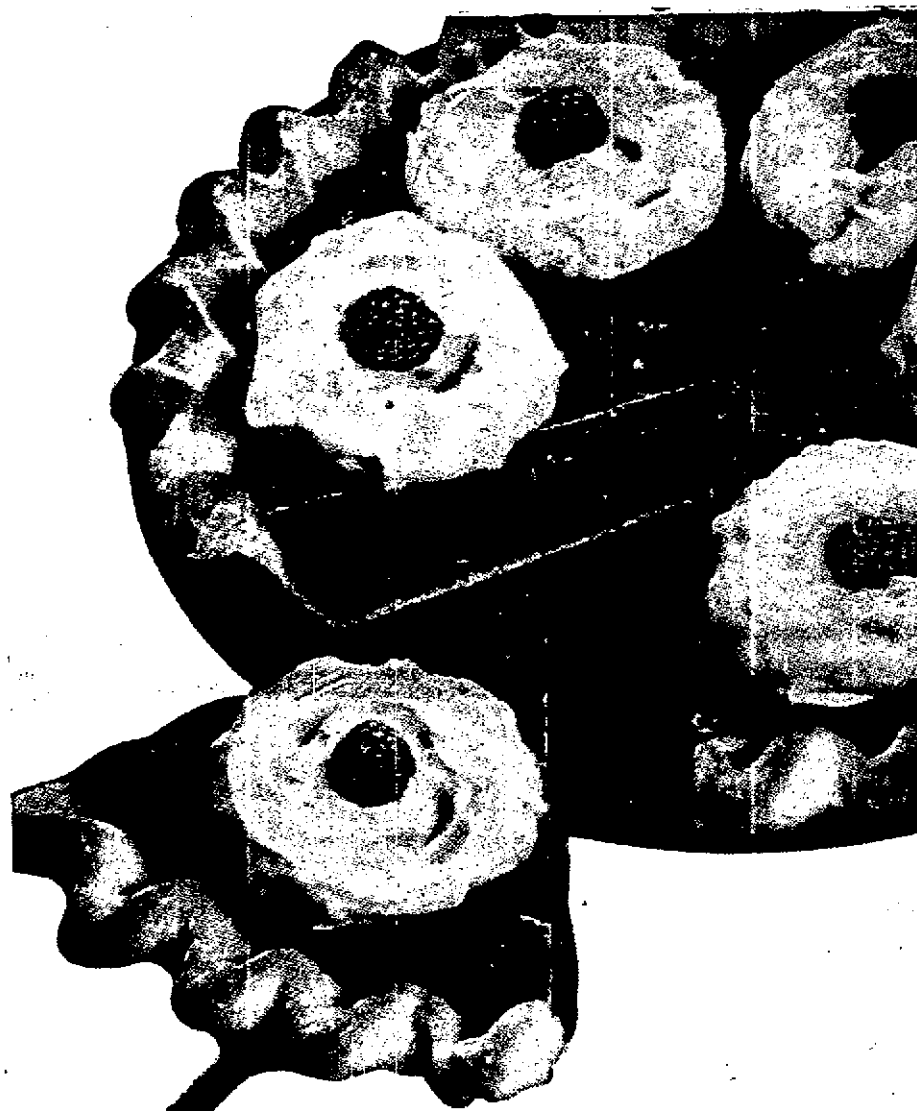
Premiere Pattern No. 3160 is a sew-it perforated pattern in sizes 11, 12, 13, 14, 15, 16 and 18. Size 12 requires 5 1/2 yards of 39-inch fabric; street length, 4 1/4 yards.

Pattern No. 3160 can be purchased for 25 cents. Please remit in coin or stamps (coin preferred), giving your name, address, pattern number and size. Mail your order to: Premiere Patterns, c/o Long Beach Press-Telegram, 828 Mission St., San Francisco 3, Calif.

The spring and summer issue of **STYLIST** has a wealth of suggestions for every woman who sews. It includes specially designed styles, easy-to-make patterns and a gift pattern inside the book.



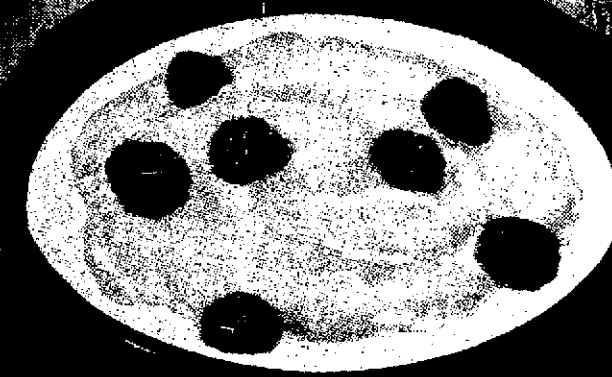
3160



Berry Patch Wheat Hearts

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Sperry WHEAT HEARTS



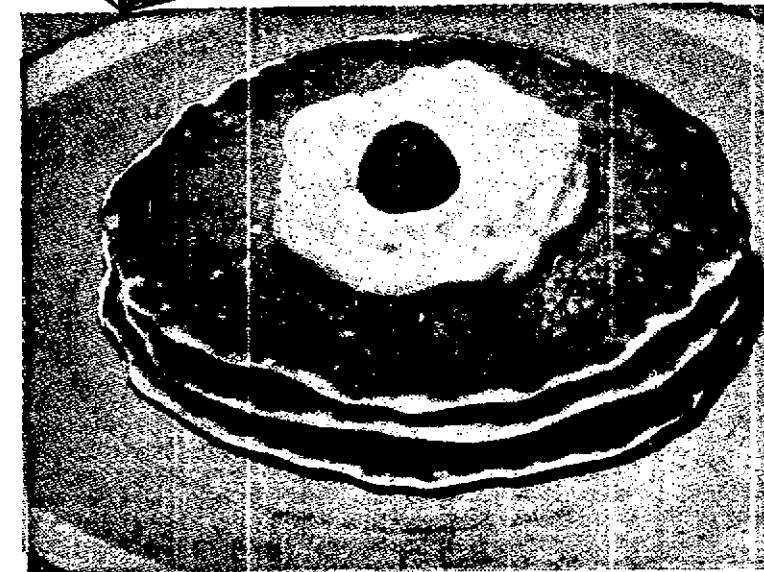
Berry Patch Pancakes

You'll enjoy this treat with the natural flavor of fresh berries...Martha Meade's unusual topping recipe is just perfect with Sperry sour cream buttermilk pancakes. Try this for summertime breakfasts.

BERRY PATCH PANCAKE TOPPING

- Cream together until smooth—
- 1 package cream cheese (3 ounces)
- 1/2 cup granulated sugar
- 1/4 teaspoon salt
- Add to cheese mixture, stirring until crushed—
- 1/2 cup washed, hulled fresh berries
- Fold in—
- 1/4 cup pastry cream, whipped until stiff

Sperry PANCAKE AND WAFFLE MIX



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Sperry Division of General Mills "Sperry," "Martha Meade," "Drifted Snow," "Home-Perfected" and "Wheat Hearts" are registered trademarks of General Mills, Inc.

Juniors will dance hours away in this neat number, Sunday, July 16, 1950

Chinese Examines America's Wisdom

By Jim Phelan

ON THE WISDOM OF AMERICA, by Lin Tsiang. 462 pp. New York: John Day Co. \$5.

THE CHINESE author of "The Importance of Living" has put together a fruit-cake sort of a book on American thought, with a little of something for every taste. While most of it is such solid fare as Franklin, Jefferson, Thoreau, there is occasionally something tart and strange, such as Santayana's "Tipperary" and E. B. White's "Instructions to the U. N. Delegates."

The author shows an unexpected familiarity, considering his origin, with our history and literature. Not content with a mere anthology, he intersperses his selections heavily with his own comments. With one exception, he confines his anthropologizing to writers he likes, and his commentary accordingly is tolerant, good-humored and even, now and then, enlightening. The exception is Walt Whitman, who he takes over the jumps for having a "prurient" approach to sex. In contrast to this acerbity, he shows a surprising fondness for the bland writings of David Grayson, unconcerned over the critics who placed Grayson not

Explorers Trek West

TWO CAPTAINS WEST, by Albert and Clara Salisbury. 255 pp. Seattle: Superior Pub. Co. \$2.

ABOUT two years ago this man-and-wife writing team published "Here Rolled the Covered Wagons" which was voted one of the 10 best western books of 1949. Now they have written this fascinating and, perhaps the most authoritative and complete volume yet to appear on the famous Lewis and Clark Expedition into the Northwest Territory in 1804-06. Fascinating because of the makeup of this beautiful book and because of the easy style of the writing; authentic and complete because the authors have referred not only to the journals of Captains Lewis and Clark but to the most reliable source books published, most of which long since have been out of print.

When the Salisburys decided to do "Two Captains West," they packed up their children, notebooks and cameras and traveled over the trail followed by Lewis and Clark, writing and taking pictures as they went. One hundred sixty photographs of landmarks—rivers, mountains, plains—and wild-life are included, adding much to the interest of the text. Each chapter, uniquely, ends with a travelogue of that portion of the trail it covers together with notes on "how to get there now." In addition, there are detailed maps of the trail and endpapers are an old overall map of the country traversed by the explorers.

Collectors of western Americana, as well as those who enjoy western history and are particular about their reading, will find this book very much to their liking.

Child Problems

YOUR CHILD AND YOU, by Sigmond Greenberg. 212 pp. New York: Farrar, Straus & Giroux. 25 cents.

Never before published, this is a complete guide for solving childhood problems. The author, one of the country's foremost authorities on these matters was, for years, director of the Child Study Association of America.

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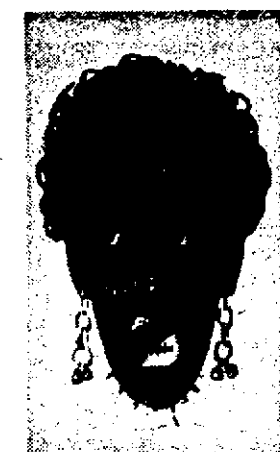
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Pine at Fourth



'White Witch Doctor' Trumps Trader Horn

By Fred Taylor Kraft

WHITE WITCH DOCTOR, by Louis A. Stinetor. 276 pp. Philadelphia: Westminster Press. \$3.

TRADER HORN had few experiences not trumped by Ellen Burton who, in this August selection of the Literary Guild, goes to the Belgian Congo as a medical missionary at the mature age of 40 and remains 25 years to become an idol of the natives as their white witch doctor.

Miss Burton had many a field day as a midwife, treating blacks stricken with malaria, mending dark flesh ripped wide open by beasts or great snakes. She hunted to furnish meat for the natives (killed eight hippos on her first trip out). She had strange experiences with orchid spiders, puff adders and other deadly denizens of the jungle. She observed the strange customs by which natives acquired their wives (one had somewhere between 300 and 600 of them!). But her most satisfying experience was her association with Aganza, who appeared before her one day with an infant—not her own—and who, before the baby was old enough to mingle with its kind, had learned to read the bulky medical books and become a skilled black witch doctor.

The graying author disclaims, in her foreword, that she is the white witch doctor of this story. She even refutes Ellen Burton as a "real person"—the woman who—after having been in Africa a comparatively short time, wrote stories about the natives and their strange customs and sent them back to the States. "I don't think I consciously embroidered these tales," Miss Burton relates, "but I did try to supply the deficiencies of personal modesty. Perhaps I fabricated just a little."

Perhaps Miss Stinetor did the same in "White Witch Doctor" but those who read her plotless albeit convincing novel will have their doubts that here is pure fiction, diluted only with the author's accurate knowledge of the African jungle.

Arthur Monroe to Talk at L. B. Writers' Meet

ARTHUR MONROE, whose book "Silent Water," still wet with printer's ink, is the latest of a series of 10 volumes largely based on prehistoric cliff dwellings and pueblo ruins in Colorado, will address Long Beach Writers' Club July 27 at 1 p. m. at 728 Elm Ave. His subject will be "My Experience in Research and Publishing."

Now a resident of Sunset Beach, Monroe spent many years as a United States ranger in the Mesa Verde National Park of Colorado, where he served as guide through the cliff dwellings.

Readers of his "San Juan Silver" believe that as a great Indian story it ranks favorably with "Ramona." His "Into the Shadows" deals with the exodus of the cliff dwellers from Arizona during the "23 years of drought." His other books include "Tabeguache," "Round-up," "Standby Ranger," "As Long as Grass Shall Grow," "Little Nature Studies," a book of poems, "The Star Dust Trail" and a pageant, "March of Progress," depicting man in various stages of human development.

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Gompers' Rise Told by Hughes

By Gerald Lagard

THE GIANT WAKES, by Rupert Hughes. 294 pp. Los Angeles: Borden Publishing Co. \$3.

FOLLOWING the Civil War the lowly, the slaves of industry, the poor in pocket-book and in spirit heard the voice of a youngster who worked in the dim and fetid air of the cigar factory in New York. And Sophia, too, heard the voice, and she later met the man she was to love all her life. This was the beginning of the love affair between Sophia and Samuel Gompers, and the love affair between the young Gompers and all mankind.

From the most abject poverty one can fancy, Gompers struggled up to a position of respect and power and purpose beyond most men. He it was who, in the face of scorn, threat and violence formed and kept alive the first feeble beginnings of the American Federation of Labor. Torn from within, and fought from without, the A. F. L. is a monument to Gompers' memory and love for humanity. The novel follows the course of Gompers' life, from his first appearance as a fighter for freedom of opportunity to live, up until his death when the world mourned. Exciting, realistic and still sentimental, the story of Gompers' friends—the rich and still sympathetic Thurlow, whose heart was lost to the seamstress whom he brought to his home, fed and then dismissed, only to find her more worthy than most.

Col. Hughes does well with this. It seems strange that no other novelist had used Gompers as a hero, but a hero he was and is—still revered and respected as the man who had "two eyes, so saw both sides of everything."

1st Day Covers Catalogue Out

FIRST DAY cover collectors will welcome the 1951 edition of the "U. S. Specialized Catalogue of First Day Covers" published by the Washington Press. This new edition marks the 20th anniversary of continuous publication of this guide for cover enthusiasts. All known U. S. first day covers are listed, priced and classified. "The quantities cancelled on each issue are also noted. A special chapter, "An Introduction to First Day Cover Collecting," should be of great value to the beginner. Copies will be available at all leading stamp dealers.

For Youthful, Older Cowboys

THE BIG BOOK OF COWBOYS, by Fred Goetz. New York: Grosset and Dunlap. \$1.

IF YOU HAVE a young Hopalong Cassidy in your family who is always asking questions about his rig that you cannot answer, this will indeed be a big book for you. For it has illustrations and explanations about a cowboy's outfit, has drawings of many brands, and, best of all, contains spirited full-page pictures in color of cowboys in action. It surely is a big book for anyone, young or old, who is entranced with the Western cow country.

The Week's Crimes

THE CUDGEL, by Thomas Polsky. A Gullt Edged Mystery. 228 pp. New York: E. P. Dutton & Co., Inc. \$2.50.

A BLACKTHORN cane or cudgel is the murder weapon in this thriller, and a beautiful trouble-maker is the victim. A supposedly fond and closely-knit family is revealed as neurotic, and everyone of them has a motive. True love wins in the end, but only because middle-aged Dr. May Shoemaker (Ph.D.) is unofficial aide to the district coroner. Satisfactorily, everything adds up to a delightful, off the beaten-track mystery, one that is refreshingly different from today's usual hard-boiled detective yarn.

THE CURIOUS CUSTARD PIE, by Margaret Schert. 218 pp. New York: Doubleday for Crime Club. \$2.25.

THERE is a frightened little man, and he dies from arsenic. And others die at the meeting of the World Amiability Group, but the death of only one of them matters to the murderer. Martin Buell is the minister with the nose for murder, and this time he almost gets it burned. When he goes to question Mrs. Brierly in the hospital, something hits him. Later, he finds the lady on the road, and she claims it had been Martin Buell himself who lured her from the comparative safety of the hospital. When a lot of arsenic is found in Mrs. Brierly's purse, the police begin to feel the lady is either a lively suspect or a much-abused person. And Martin Buell has a score to settle personally; it is his own custard pies that are suspect, and the good minister prides himself on his pies. Later, a ladder falls in a mysterious manner; a choking gas comes into Martin's room, and then the murderer.



Herbert Goldberg, who acquired his basic art education in Long Beach City College and whose ceramics now sell widely, exhibits some of his work. He believes in soft colors and uncluttered designs.—(Joe Risinger Photo.)

L. B. Ceramist Wants No Decorative Motifs

A FEW YEARS ago Herbert Goldberg was a student in City College (only in those days it was Junior College). He was not interested in credits or a diploma, or especially in grades—but he was flamingly interested in art. He took all the art courses the college could offer, especially those under Pedro Miller. And when Goldberg had finished all there was, he took them over again, just in case he had missed something.

The concentration and the effort paid off. He built his studio at his home, 201 Roosevelt Rd., with his own hands so it would be exactly what he wanted. In it he has all facilities for mixing clay, firing and glazing. And his ceramics sell to a ready market in Long Beach, Los Angeles, San Francisco and New York.

Goldberg goes in for soft, pastel tones which he believes fit in well in modern homes, and simple, uncluttered designs. "I want no decorative motifs," he says, "—nothing pasted onto anything. There aren't many things better looking than a clean-cut bowl."

Pottery-making is the oldest of the arts, he thinks. "It began back when the first cave-man modeled a bowl in the palm of his hand. It has developed until there is nothing new, except the variety we get in form, texture and color."

Goldberg has exhibited in New York, San Francisco and Los Angeles. He taught in Long Beach adult education for three years and now is on the faculty of the California School of Art, Los Angeles.

Answer to What Keeps Writers Frustrated

THE LOUD LITERARY LAMAS OF NEW YORK, by Jack Woodford. 63 pp. New York: Vantage Press, Inc. \$2.50.

IT MUST have been many years since Woodford first learned there was a fundamental difference between men and women. However, he still writes about it with enthusiasm bordering upon hysteria. Now this perennial literary adolescent—back alley fence style—brings spittballs to bear on the legitimate publishing businesses on all levels. It's amusing, and there is little doubt but what the frustrated writers who compose a good portion of Woodford's following will find the answer to what keeps 'em frustrated in this ribald account of editorial stупes who, nevertheless, seem to have done rather well by Woodford's novel novels.

There is much to be said in sober judgment on publishing tastes; just a glance at some of Woodford's own titles, "Savage Honey-moon," "Sin and Such," ad nauseam, should convince a reader of that. But conditions will remain completely unimproved if, shaken by one of the author's spittballs, hoards of novice writers do as Woodford did, publish their uninspiring books at their own expense. This is a simple enough deal—it would be startling if any vanity publisher rejected any manuscript accompanied by a check—but the deal is neither new nor successful. Still Wood-

Oil Painting Wins Prize Fast and Tough

THE VIOLENT ONES, by Howard Hunt. 160 pp. New York: Farrar, Straus & Giroux. 25 cents.

MEMBERS of the Community Arts Association of Palos Verdes announce their recent selection, by majority vote, of Dorothy Jordan's oil painting "Empty Chinatown," winner of the Association's fourth purchase prize exhibition in which 35 California artists entered work.

Through the skillful use of light and color, Dorothy Jordan, who in private life is Mrs. Harold J. Foote of Altadena, achieved an interesting effect. The artist recently won first award in the exhibition of paintings and drawings by members of the Pasadena Society of Artists.

The exhibition committee included Mrs. Leigh Harline, chairman, Mrs. Grant Beckstrand, Miss Agnes I. McMillan, W. Ralph LaPorte and Frank Weir.

Long Beach Best Sellers

- FICTION:
1. THE CARDINAL, by Robinson.
 2. THE TRAIL, by Bristow.
 3. WORLD ENOUGH AND TIME, by Waugh.
 4. THE WALL, by Huxley.
 5. MINGO DANCE, by Street.
- NONFICTION:
1. DIANETICS, by Hubbard.
 2. THE MATURE MIND, by Over-
 3. THE ART OF REAL HAPPINESS, by Peale and Peale.
 4. ON THE WISDOM OF AMERICA, by Lin Tsiang.
 5. NEVER MARRY A RANGER, by McConnell.
- JUVENILE:
1. WALT DISNEY'S CINDERELLA.
 2. THE PLAY STORY.
 3. DOOR IN THE WALL, by de An-
 4. THE BIG ELEPHANT.
 5. WHITE TAIL, by Brock.

In Art Circles Painters Exhibit in L. A.

By Vera Williams

LONG BEACH area is well represented in the 1950 exhibition of artists of Los Angeles and vicinity which will remain in the Los Angeles County Museum, Exposition Park, Los Angeles, until Aug. 31.

Exhibiting artists include Theodore A. Baird, Fred Meiers and Fran Soldini, Long Beach; Rex Brandt, Corona del Mar; Emma G. Gebo, Bellflower; Frederick Jenson, Santa Ana; John D. McLaughlin, Dana Point; Marcus Paulsen and Conrad R. Seibel, South Gate; Paul Sorel, Laguna Beach; Robert C. Strohmeier, Seal Beach.

Prize winners are headed by Helen Lundberg, Los Angeles, "Spring," oil on masonite, \$1000; Lorenzo Tedesco, Beverly Hills, "Still Life with Guitar," oil on canvas, \$500; Charles Tracy, Arcadia, "Midnight," tempera, \$250; Howard Bradford, Los Angeles, "Two Chances," gouache, \$100; Harold Gebhardt, Burbank, "Wood Sculpture," redwood sculpture, \$750; Bernard Rosenthal, Malibu, "Harp Player," bronze, \$400; Joe Mugnaini, Los Angeles, "Diogenes," drawing, \$75; Edward A. Reep, Studio City, "Old Door," drawing, \$50; Harry Bertioia, La Jolla, "Untitled," monotype, \$50; June C. Wayne, Los Angeles, "The Retreat," lithograph, \$25.

Mrs. Soldini's "The Span," water color, study of the Brooklyn Bridge, which won honorable mention, is illustrated in the exhibition catalogue.

Jurors included Donald Bear, director Santa Barbara Museum of Art; Dr. Alfred Frankfurter, editor and publisher Art News, New York; Dr. Jer-mayne MacAgay, assistant director California Palace of Legion of Honor, San Francisco.

HORSE racing pictures pre-dominate the exhibition of 39 water-colors by Noel Quinn which will be shown through Aug. 6 in the Laguna Beach Art Gallery.

Herman Reuter, Hollywood art critic, says of him: "Noel Quinn's water color paintings on horse-racing reveal an extraordinary knack for catching, in one breathless, unlabored impression, an effect of madly plunging powers as the animals, whether runners or pacers, come thundering toward the stand."

In addition to racing pictures and studies of other horses, Quinn's show also includes scenes of the redwoods, San Francisco, Monterey, Nantucket Island, Los Angeles and Laguna.

The artist was born on Christmas Day, 1915, in Paw-tucket, R. I., and studied and travelled abroad. He was in the art end of motion picture productions in Hollywood and since the fall of 1946 has devoted full time to serious painting. Last year he won the first award of \$500 for "The Big Puddle" at the state fair and first award for "Three Old Timers" at the Society of Western Artists Show at the De Young Museum, San Francisco.

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Teen-Age Fashions

Pique and lawn are used in the dresses modeled left above by three Wilson High School girls: White waffle pique with hand-painted trim makes the summery outfit worn (left) by Dianne McCordack; in ruffled and bibbed-front sundress with sleeveless coverup of cotton lawn is Jere Smith (center); waffle pique also is employed for dress worn by Lyn Moran (right). It has flared skirt with an interesting old west border. Shipshape outfit of Nile-green denim in center photo above

is modeled by Janet Greenlee of St. Anthony's. Pockets of jacket extend almost from shoulder to waist, collar turns over into multi-colored stripes, showing the matching bra underneath. Slits in pedal pushers are taken from skirt styles. Miss Greenlee also wears 2-piece dress of permanent finish organdy with a full skirt (right).

Hair Aid

By Alicia Hart

HAIR coloring can be as much a beauty aid to an older woman as make-up, a permanent or nail polish. But selecting the right shade, so that the dye will not appear brassy or artificial, is the decisive factor in maintaining a youthful appearance.

Before you dye your hair, be sure that gray hair is not flattering to you. Gray hair can be both youthful and becoming. And it opens up a whole new range of soft pastel colors to brunettes who could not wear them previously.

Once you have decided on the dye, select carefully a shade which is not the bright blonde or deep black of youth, but the shade your hair would be if it were not gray. It should be a soft shade, becoming both to your skin coloring and your features. And only an expert should do the job for you. Never attempt it yourself.

Once your hair is dyed, it must be retouched by an expert at regular intervals. Once again, this is something you must never do yourself. There never should be a suspicion of gray hair at the roots since this simply proclaims that you dye your hair.

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NOW THAT the teen-agers of Long Beach are getting into the groove of summer vacation, their sunburns and tans are being favored with many smart new summer play clothes and dresses fashioned especially for the young.

Sports outfits that provide important garnish for beach and picnic excursions are made principally of denim, sailcloth and pique. Denim, which has long been popular and serviceable for sportswear, is no longer confined to the light blue usually associated with the fabric. Often it comes in reds, greens, pastels, maize, brown and multi-colored stripes. Blonde Janet Greenlee, on vacation from Saint Anthony High School models an example, denim pedal-pushers and matching jacket.

When the time comes for roughing it at the old summer camping grounds, nothing is more practical than the new sports clothes made from heavy navy denim, the kind used for jeans. The versatile

By Mildred Killam

material is now used for shorts, jackets and even bras. Perfect to mate with these is a loud cotton shirt in a gingham or geometrical pattern. They sometimes come with matching "Santa Anita" caps.

Becoming very well known to the vacation crowd are a number of fabrics which remain immune to the ironing board through one washing after another. Seersucker is an old favorite in this category. One of the newest is a denim which has a woven-in wrinkled texture. It needs only sudsing out, then it can be left to dry to its original finish, no ironing required. It is perfect for play or travel, in sport and sun dresses.

One of the new and truly original trims for denim is burlap. This potato sack material is unique edging the pockets of shorts and jackets. Hand bags made of burlap can serve as a catch-all for beach paraphernalia while matching the other

trims. Denim shoes, in the spoonbill or strap styles carry the denim look right down to the feet.

AS FOR the summer dresses, they have never been prettier. Sheer is the byword in both daytime and evening semi-formal dresses. Beautiful transparent materials that have not been used for years, except for little girl's frocks, are seen in profusion at any lawn party. Permanent finish organdy, barred or shadow printed, dotted Swiss, dimity, the sheerest of cottons, and variations of these fabrics are among them. Showing off dainty prints or solid colors, they are frosted with Irish lace or eyelet.

The sleeveless look is prominent, as well as sundresses with coverups, so that they may be worn for daytime and evening. The main idea is to expose as much of you to the sun as possible, while being "dressed up" at the same time.

Daytime dresses still cling to pique, chambray, and piccolay. Handpainted designs serve to beautify them.

Following the Harvests

(Continued From Page 2.)

colleges with money earned in fruit and vegetable packing plants?

CLIFF HARVEY and his attractive wife, Elsie, are typical fruit packers. They don't mind the term "fruit tramp." Why should they? They travel from job to profitable job in a late model car of the higher priced bracket. (Well, it's a Packard sedan.) They live in a roomy trailer of modern design, completely equipped with gas range, refrigerator, air conditioner and all the latest up-to-date gadgets.

Harvey, an ex-Marine with service in the South Pacific, has been following the fruit and vegetable harvests more than 20 years. Elsie started in 1942. They recently worked at the ranch packing plant of Alvin Lopez, one mile south of Oasis station, on Highway 99 in Coachella Valley for the third season.

When the Coachella Valley tomato harvest ended in June, the Harveys planned to go to Visalia where a later crop will be ready. Or they may pack cantaloupes.

As the season progresses they will travel northward, some packers going as far as Washington to pack apples. There is a slack season during the year but the Harveys and other packers spend the winter in Niland, El Centro, Brawley, or any of the southern desert towns, and pack the early and valuable tomato crop in December and January.

LAST WINTER frost damaged most of the vegetable crop in the Niland area but tomatoes, although frosted, staged a comeback and the crop this year was "a little better than fair," growers say.

Huge refrigerated trucks, back up to the little ranch packing plants at regular intervals and load the packed to-

matos for the haul to Long Beach, Los Angeles, and other metropolitan areas. The truckloads of tomatoes—and other vegetables—are distributed in Long Beach mainly from the fruit and vegetable terminal at 14th St. and Daisy Ave. Most of the neatly wrapped and packed desert-grown vegetables came from the Coachella and Imperial valleys.

The clean crates were packed by people like Cliff and Elsie Harvey, skilled workers, fine citizens, unfettered folk who enjoy life as they pass along. And yet... "We like it," said pretty Elsie Harvey, "we meet lots of nice people at places where we stop. But some day—well, maybe some day we'll have a ranch of our own and maybe, well, maybe we'll settle down."

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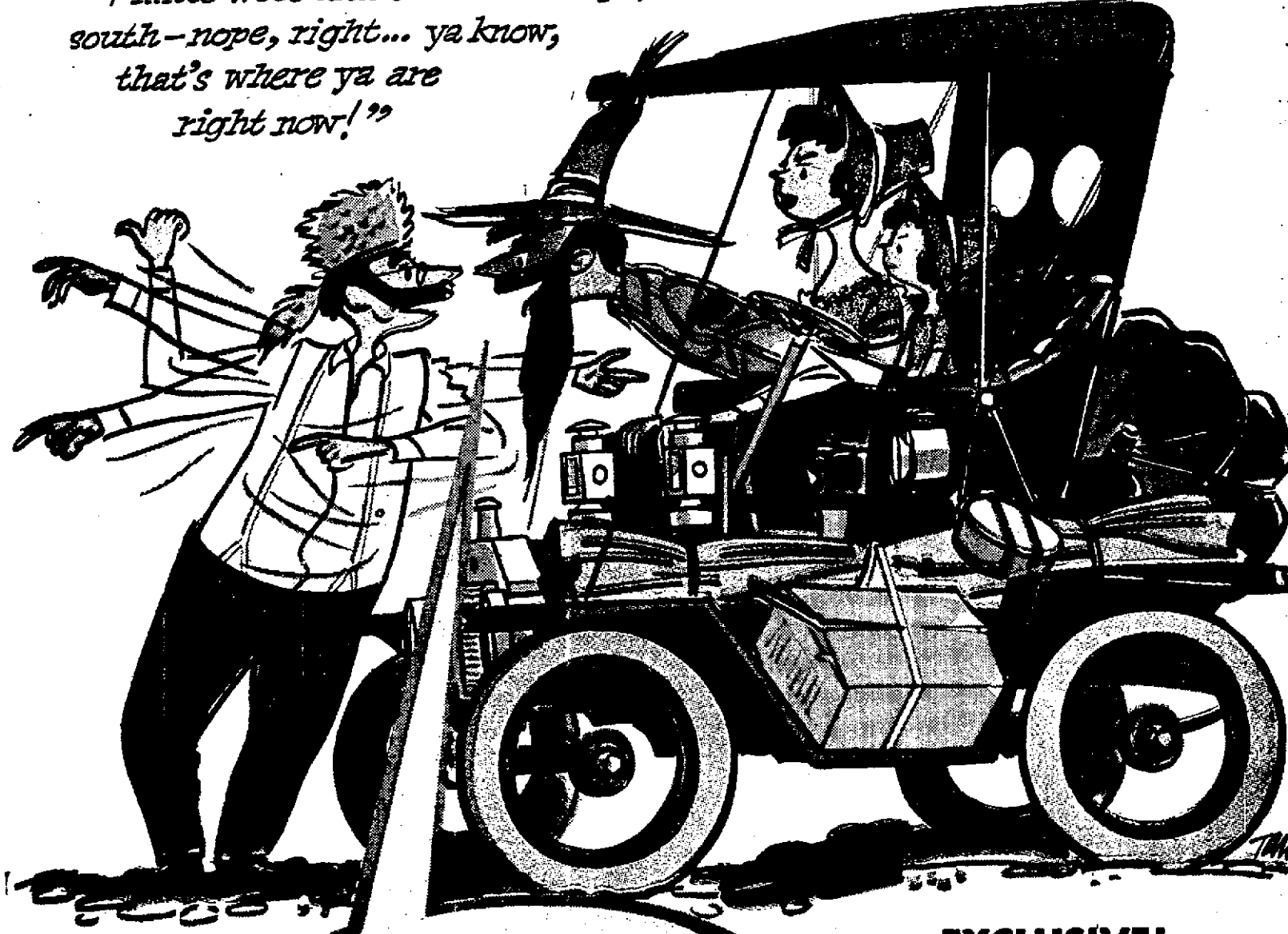
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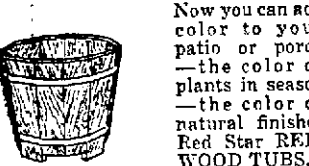
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By J. J. LITTLEFIELD



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Transplant ornamentals in coolest part of day, and use care to keep roots from being exposed.

Tips on Gardening

GARDEN TIPS for the week... Fuchsias are one of the most attractive perennials for summer and fall flowering. The odd shape of the flowers gives the plant added interest. Select one or more hanging varieties for high light effects in your garden.

There are a dozen or more separate, named varieties of hibiscus now being offered by

nurserymen. Both single and double flowers are available. The hibiscus is deservedly one of the most popular ornamentals for gardens in and around Long Beach.

This is a good time to plant perennials for early spring flowering next year. Seeds of the following perennials may be started now: columbine, delphinium, scabiosa, Shasta daisy, hollyhock and geum. Shade the young seedlings from the hot mid-day sun.

More Bloom

KEEP faded flowers picked off if you want annual flowers to bloom all summer. Plants which stop flowering should be cut back heavily to encourage new growth which will bear another crop of flowers.

Constructing Your Garden

By Bob Gilmore

CONSTRUCTING a new garden or rebuilding an old one requires the careful consideration of certain basic principles. You can't start simply by throwing a handful of seed on the ground and then expecting an attractive vista. It's a matter of doing first things first. Once the elementary steps are out of the way you'll have easy going. But if these are ignored your garden will never be what you expect.

One of the first things to recognize is that plants are not alike in their growing demands. Some want a sunny spot; others thrive in the shade. Certain varieties need lots of water; others again are camels. Some ornamentals demand an acid soil and others will die in an acid location. So find out what kind of a soil you have and let that be the clue to the type of plants you can grow. The neighborhood nurseryman, because he is well acquainted with growing conditions in your locality, should be able to help you. If not, a soil-testing kit costs but a few cents and you can make the test yourself.

For general growing purposes a comparatively neutral soil is desirable. A soil that is either too strongly acid or alkaline can easily be neutralized. If you wish to build up acidity add liberal quantities of peat moss, leaf mold or, in lesser quantities, sulphur and also gypsum. To reduce acidity and raise alkalinity the most familiar procedure is to add hydrated lime.

ANOTHER important fundamental is to make sure the property has the correct grade. There should be no sharp declines or elevations but rather a rolling or gradual slope. Make certain that the grade slopes away from your home. Otherwise both irrigation and rain water will move downwards towards your house,

thus giving your home a damp feeling and possibly causing damage to the foundation or basement.

Pay close attention to the spot where the roof drain pipes end. This is the point where, during the rainy season, tremendous quantities of water pour out. If necessary add a connecting link to carry this excess water from your property. The incessant flowing of water will erode the soil, making deep basins. The water will sink in, rather than move down the street to the municipal gutters.

If the weather is extremely hot do not be in too much of a hurry to sow lawn seeds. The most difficult time of the year to start grass is during hot weather. If planting is carried on at this period make sure the seed bed is kept constantly moist through the germinating period and until the lawn is fairly well established. Don't flood the seed area; just keep the surface damp. The sun can beat down unmercifully during

July and August. A young grass seedling is about as robust as a piece of silk thread. Yet this plant must pump water from the root zone to the top of the leaves. Should the surface cook there is little chance of the grass continuing in good health.

TRANSPLANTING of ornamentals, whether seedling plants or in gallon cans or even balled specimens, should be done during the coolest part of the day. Do everything possible to keep the roots from being exposed. They dry rapidly in the air, a condition that will cause the plants to suffer a set-back, often a fatality. After planting, supply plenty of water and then cover the root zone with a mulch of peat or one of the packaged materials sold for this purpose.

There are two ways of improving the soil in a garden area. You can remove the existing soil—if it seems beyond repair—and replace it with fresh topsoil. Or humus can be incorporated with the soil, a



A beautiful lawn just doesn't happen. It's a matter of planning and of doing first things first.

Growing Indoor Plants

By Donnell Culpepper



A layer of charcoal in bottom of dish garden keeps soil sweet and pure without drainage.



This is the proper way to remove a plant from a pot in order to keep the root ball intact.

KEEP LAWNS GREEN
FEED
BANDINI
 Gro-Rite AT YOUR DEALER

EVERYONE loves something green inside the home, but many shy away from indoor plants because of the drainage problem. If all the table tops ruined by moisture from plant containers were laid end to end—but let's not count them! You can have perfect finishes on furniture and still

have beautiful house plants in every room.

The method is simple: Use containers that have no drainage. Remember that you are dealing with plants that do well in complete shade. Those plants would not live a week outside in open sunshine.

The secret of having indoor plants without drainage is in the preparation of the soil and in the watering thereafter.

If you would like to make your own dish-garden arrangements, follow this simple formula for the soil:

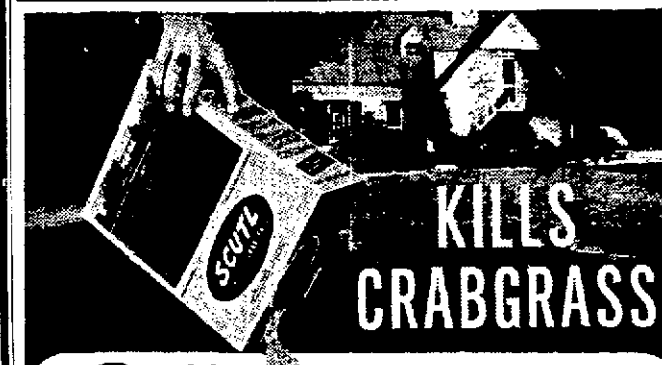
Take three parts of peat moss, three parts of sifted leaf mold and one part sand (or garden loam). Be certain that the peat moss and leaf mold are on the acid side when you purchase the soil at a nursery. You are dealing with plants

that require the same acidity which shade-loving plants of the outdoors need.

When you select your containers for dish gardens, do it with care. Copper containers are popular and fit nicely into any decorative scheme, but perhaps you want colorful pottery that will match the room interiors.

Most nurseries, particularly those that deal in shade-loving plants, are carrying large stocks of tropicals for indoor use. Choose your plants with the same care that you used in selecting the containers. A beautiful dish garden should be diversified, with tall and low plants placed strategically to make an effective arrangement.

Once you have all your materials (Continued on Page 12, Col. 5.)



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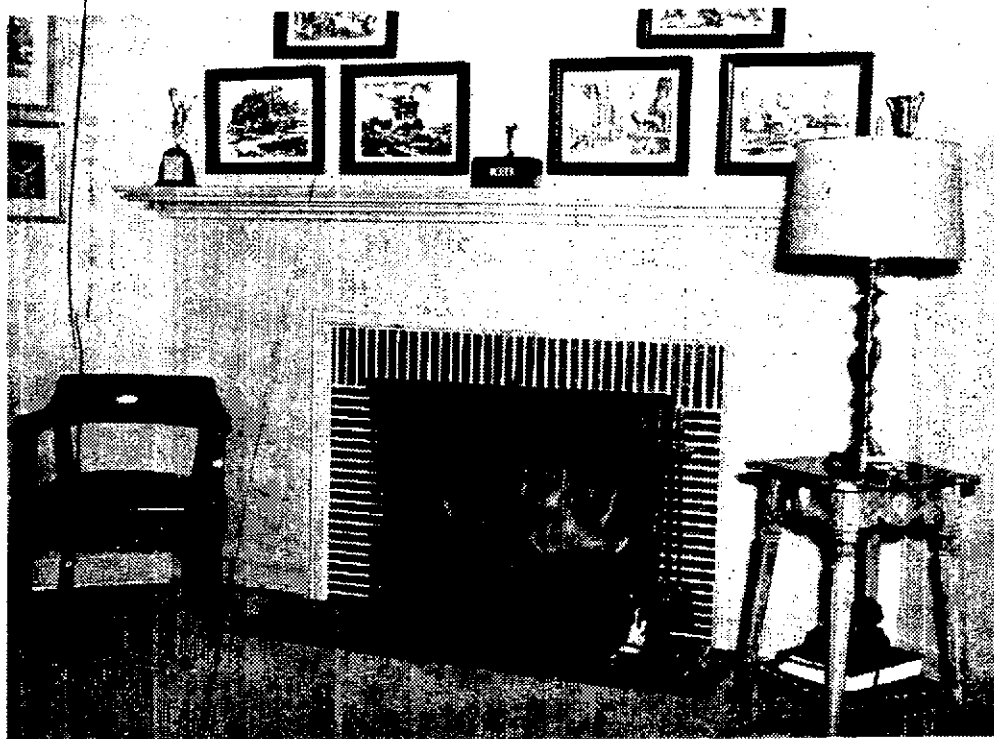
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Flagstone lends its pattern to the fireplace in the Clifford Woolard home where it is used for the fireplace and hearth, combined with wood paneling.



This corner fireplace in the den of the home of Mr. and Mrs. J. F. Bishop is paneled in light wood to match walls. Mantel is patterned to match molding.

Fireplaces Add Cheer

By Akhea Flint

EFFICIENT heating systems would have put the fireplace out of style long ago if it were not for the warmth and cheer that an open fire can bring to the home. Most people will agree that fireplaces aren't the most functional things in the world but they can do a lot toward brightening up a room and they even have been known to improve a disposition of a disgruntled person who will relax in a comfortable chair pulled up to the hearth.

Summer evenings are sometimes cool in California and it is then the blaze of a fire is a welcome improvement to any room. Fireplaces have always been an important feature of the living room and now-a-days the patio isn't complete without a barbecue. The bedroom, which in former days relied on a fireplace for its heat, now can attribute much of its charm to a fireplace which very often helps to decorate it.

IN THE Rex Welch home, 5380 El Prado Ave., an entire wall of the living room is of stone and in its center is a fireplace framed in copper. The hearth extends to planters at either end of this wall and the fireplace is raised several inches from the hearth. Exposed beams of the shed roof make this wall slant at an angle.

The best seat from which to enjoy this fireplace is the pigskin hassock designed in free-line contours, which is pulled up to the hearth. Along the wall adjoining the fireplace is grouped couch, side table and coffee table. In the patio, which can be reached through a glass door from this room as well as from a lanai, there is a barbecue with mechanically-turned spit.



An over-mantel treatment in wood of various grains and tones decorates the den in the home of C. W. McMullens.

ment in the den of Mr. and Mrs. C. W. McMullen's home at 1105 Burlinghall Dr. are responsible for the success of this unusual decoration. The stone fireplace has a mantel of a solid slab of wood finished in light natural tones and matching one of the woods in the over-mantel inlay design. The hearth is of large stones and the floor is pegged.

The contrasts in textures and color tones created in this room hold the key to its beauty. The ceiling is a checker board pattern carried out in two contrasting wood colors. Walls are papered in a provincial design above a natural wood dado. All these backgrounds reflect the mood dictated by the stone fireplace and hearth.

IN THE DEN of Mr. and Mrs. J. F. Bishop's home at 4455 California Ave. the fireplace is built across one corner of the room and paneled in the same light colored wood used on the walls. A shelf mantel is patterned to match moulding trim which encloses the eaves on the outside of the house and the interior moulding trim. Moulding around the brick fireplace facing also is in a matching pattern.

A grouping of water color prints portraying rural and urban scenes are framed in wood and hung above the mantel. An oil painting by Elaine Malco also hangs in this home.



In the Rex Welch's living room the fireplace is set in stone wall, framed in copper. Hassock is of pigskin.



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New Things, Low Cost

By Robert Ryan

THREE young men strung together birch dowels, held them with rope and set them into a grooved gumwood frame and came up with a prize-winning coffee table.

William Katavalos, Douglas F. Kelley, Ross F. Littell are the designers. They won one of the first prizes handed out by the American Institute of Decorators in the annual home furnishings design competition.

The low coffee table, which won first prize in the furniture classification, has tubular steel legs and handles. The top is of slim birch dowels held together by rope. Best of all, the table will sell for about \$17.

The three designers are members of a group working to produce low-cost, well-designed modern furniture. Estelle and Erwine Laverne, designers themselves, sponsor the group in a school at Laurel Hollow, L. I.

"It took so many years for my wife and me to make our mark," Laverne explained, "that now we want to help others over the pitfalls we faced."

Their aim is to apply the principles of fine art to the field of industrial design.

A tubular steel chair designed by the same three young men won honorable mention from the A. I. D. The chair,

which will sell for \$19, is made of tubular steel, with a seat and back cover that slips easily on and off.

GERALDINE FUNK, a young woman from Puerto Rico, walked off with most of the A. I. D. designing honors in woven fabrics and floor coverings. She used everything from banana bark to metallic yarn to give her designs texture and native charm.

A washable hand-woven window shade, made from royal palm, metallic yarn and green yarn, won first prize in the fabric division. She also makes a window shade of coconut and banana bark combined with colored string and yarn.

Miss Funk's designs are shown as place mats and floor covering, as well as window shades. Obviously, they wouldn't fit into just any living room. But they would be colorful additions to modern ranch house decorations.

At present, these handwoven fabrics, designed by Miss Funk for the Fiber Textile Shop in Puerto Rico, are too expensive for the average home owner.

"They're for the carriage trade now, but we hope to have them at lower prices later," explained Edward Fields, a floor covering distributor who handles

Miss Funk's designs in Manhattan.

IF FIELDS' predictions are correct, colorful and unusual floor coverings are going to be the rule, not the exception, in the future.

"There will be a move away from monotone, all-wool twist carpets," he said. "Instead of carpeting living rooms, halls and a bedroom or so in the same shade, home owners will use bright colors and novelty material combinations to brighten up a single room."

FLAGSTONE lends it decorative qualities to the fireplace in Mr. and Mrs. Clifford Woolard's home at 19 La Linda Dr. A raised hearth is also of flagstone and the wall around the fireplace has been paneled with light-colored wood in natural finish.

A woodbox is built at one side of the fireplace and above it is a niche in which a planter is built. Vines and plants grow in this to provide enough decoration, making a mantel unnecessary to the contemporary motif carried out here.

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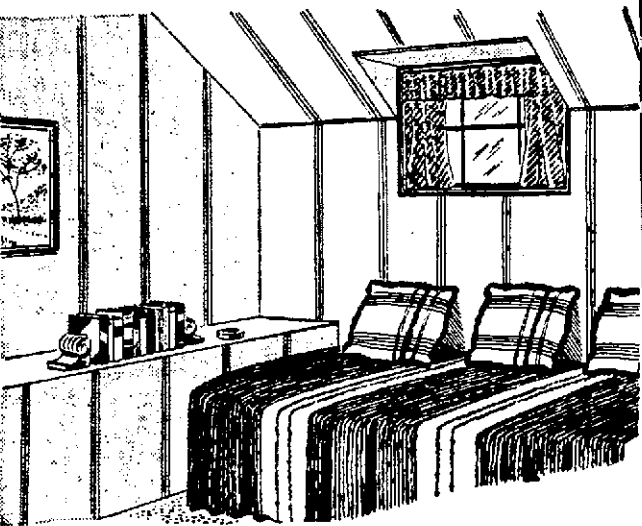
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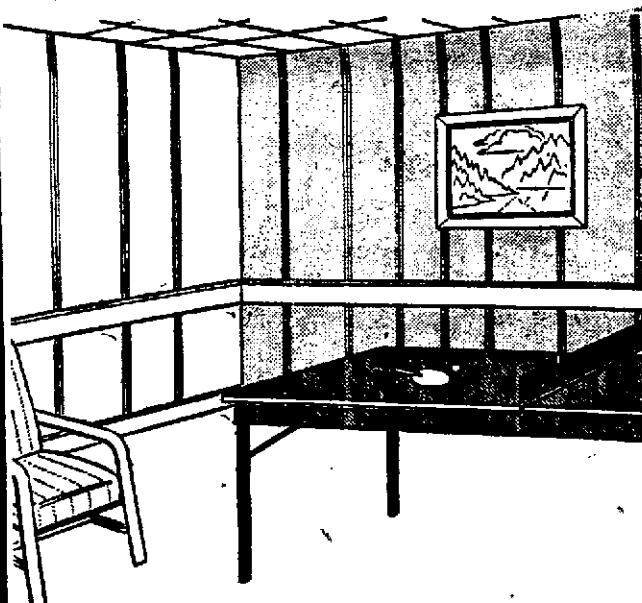
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Patios for Outdoor Living

By Verona Bassett

SOUTHERN CALIFORNIANS are lucky that living in the Southland can extend beyond the confining walls of a house into the usually pleasant climate out of doors, and that is why patio

gardens are expanding the size of living areas.

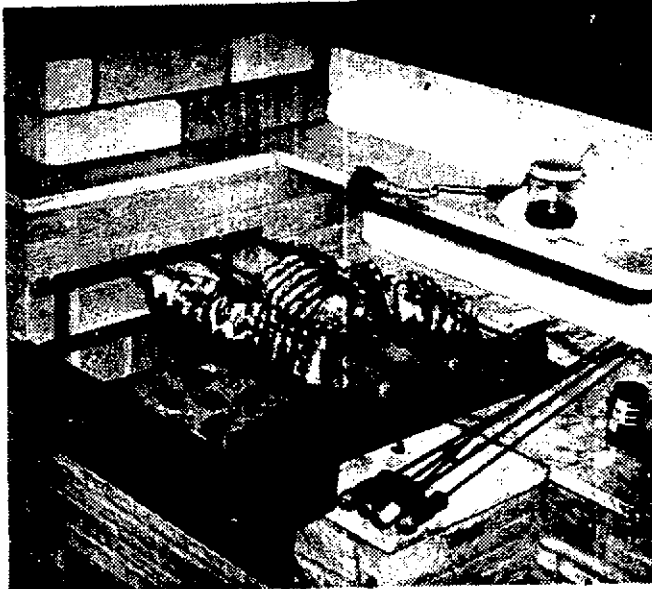
Patios built in almost any corner of a garden and ordinarily given seclusion by the use of fences, shrubbery or exterior walls of houses, can as-

sume any proportions desired. Swimming pools are expected to become even more common than they are now, and householders on even the smallest city lots are broiling their hamburgers over charcoal in one form or other.

To the new home planner, there's a whole new world and a wealth of promise in using every inch of land a building site provides. Each precious bit of property used poorly is just that much less for family to enjoy.

Careful planning and some imagination may be needed in planning outdoor recreation areas but there is no need to have acres of ground or more than a city lot to provide for an outdoor living room, dining space, a barbecue, garden and service facilities.

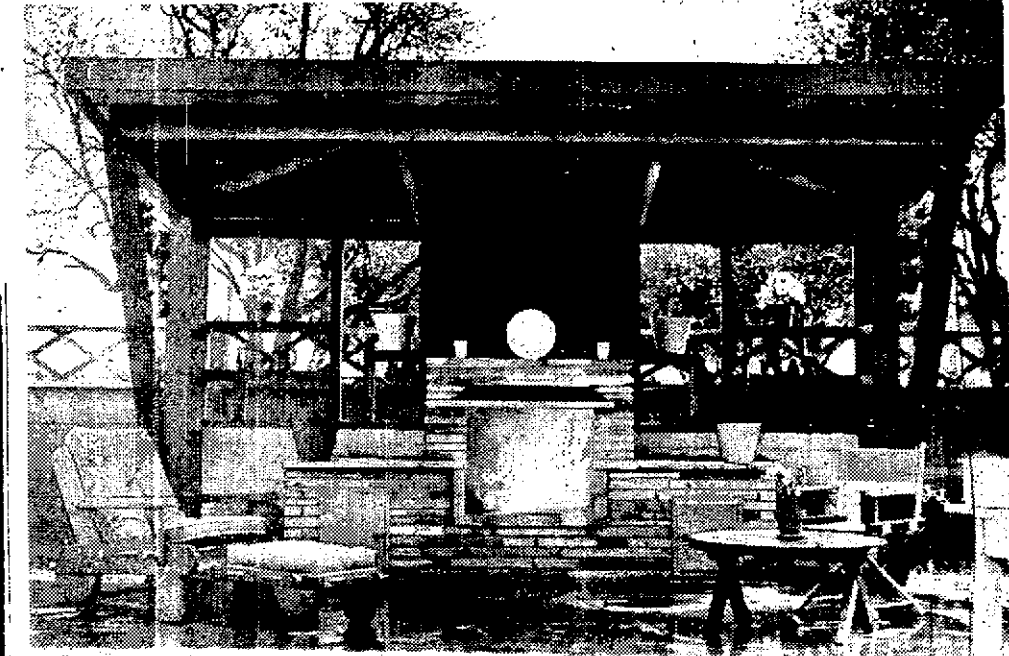
UNLESS the front street view of a site is an especially good one, the front yard may be confined to the functions of entrance and, possibly, a driveway. Landscaping can make a first good impression around the front door, then the rear yard can show hospitality and informal charm. This is where family and friends will gather anyway during the inviting months of the year. This is where your pride will center, too, on outdoor scenes that can



Meat broils over the coals in this intriguing close-up picture. Foods cooked this way outdoors taste better.



A flagstone barbecue is sheltered by this redwood roof in the back yard of the home of Mr. and Mrs. E. G. Kimme, 3766 Gaviota Ave. Pepper tree provides shade.



Trees form a background for this barbecue and shelter at the L. E. Fetsch home. Redwood furniture is used. Field stone is used in decorative, balanced form.

enhance the views from inside your house as well if you plan them that way.

If a paved driveway apron extends to the back yard you may want to transform it into

a badminton court or if your lawn is the right size for croquet, wickets aren't hard to put up and take down. Outdoor drying, incineration, storage for larger garden tools and dis-

posal of garden refuse can be arranged so they hide behind a trellis, fence or trees in conjunction with one garage side.

Patios pictured here have been built to add living area to local homes, most of them are conveniently close to an outdoor kitchen door. Since barbecues serve as a second kitchen or as a spot where an outdoor fire can be enjoyed they are best built in a semi-sheltered spot. Many patios have a barbecue which can be used for cooking as well as a fireplace, or a fireplace is provided near by.

Shelters which provide partial shade and protection from the wind are popular additions to most barbecues and patios. Redwood is most often used for these shelters, usually designed in a functional manner that is also attractive.

PATIO floors can be of almost any material from cement to gravel. A cement slab is good and may be washed down with a hose to keep it clean.

Color mixed with cement is now available and especially good for outdoor use because it reflects little or no glare. Paint which prevents a certain amount of glare can be purchased now for use out of doors.

If your present home is temporary or you just don't want to put too much into a patio you might consider a portable barbecue. Any lawn portion of your garden or other smooth area can become an outdoor dining room if you can take your barbecue grill along with you.

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THE upholstered hostess chair, now included with practically every new dining suite, is a wonderful buy for it adds a decorative accent to any dining room scheme and adapts itself so easily to other uses. For the living-dining room combinations where there isn't room for a chair for every occasion—for the television-minded family to shift from the dining to the living room—and for the hall where an important highback chair is always a smart note.

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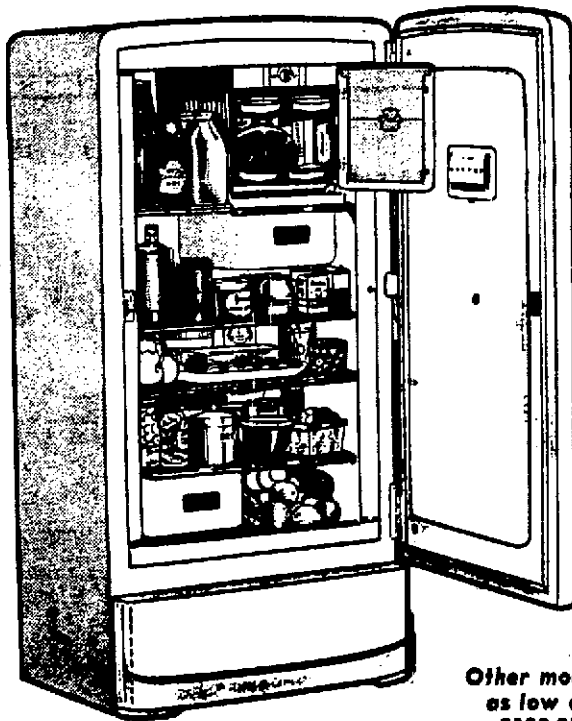
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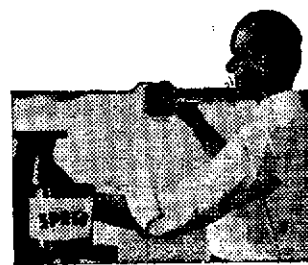
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Dealers can help with planning of kitchens far in advance of construction by use of small scale models.

By Caroline Coleman

IMPORTANCE of kitchen planning is emphasized in modern streamlined living which requires economy of steps, efficiency of movement. Therefore, whether it be remodeling already existing facilities or building a new home, the homemaker should plan well in advance how the kitchen will be set up.

There are three steps in designing the kitchen: (1) determining requirements for storage and counter space, (2) planning the architectural space—floor area, windows, doors, traffic pattern, and (3) planning for efficient operation—location of appliances, cabi-

nets and counters. Each of these three steps is important and all three must be co-ordinated in a successful kitchen plan.

* One manufacturer of appliances has advanced far in the field of assisting homemakers plan kitchens. Small-scale models of walls, floors, cabinets and appliances have been made and these are put together to make up model kitchens, showing how the finished product will look and helping to determine changes in advance. These models are available through retail outlets of this company. Other dealers, too, can help, either by

Planning a Kitchen

setting up appliances in their own showrooms or by helping to plan on paper for the future kitchen. Such planning can also be done at home with paper and pencil, with rectangles of cardboard to indicate units or even by putting together a small model kitchen of paper, cardboard and paste.

All kitchens may be divided roughly into three or four types: The "U" shape, the "L" shape and the "corridor" type in which work counters are arranged along opposite walls or, perhaps, along a single wall. The location of doors, windows, the width and length of the room, the relation of the kitchen to other activities such as dining will determine what layout will best fit the individual family need. The actual type of "assembly" is much less important than adequate provision for storage and counters, proper clearances and distances between appliances.

THE AMOUNT of cabinet storage space needed is the first consideration and needs depend on the number of food items, utensils and dishes to be stored. For efficient storage, kitchen supplies should be assigned to work centers built around the various appliances. This method of storage allows each article to be readily accessible at the point where it is first used.

The number of wall and base cabinets is limited only by the wall space available. There are different sizes of these handy storage units for areas over working counter, range, refrigerator and sink.

Some home economists have determined that a three to one ratio of dried to refrigerated food space makes a very adequate storage center. For example, should an 8 cu. ft. re-

frigerator be selected, a total of 24 cu. ft. of dry storage space close at hand is needed for foods awaiting preparation. The cabinets over and near the range should contain the condiments and such dry foods as cereals and others that go directly to the range from the package. Of course, the equipment and utensils used for cleaning should be near the dishwasher-sink.

To be efficient and convenient, the kitchen must be located properly in the house plan, and figuring the architectural space is the next step. This applies to building plans primarily, although when you remodel you will want to take these points into consideration. The kitchen should connect directly with the dining and service areas. There should be easy access to the front entrance. If there are children in the family the kitchen should be located so that play areas are in view. Avoid an arrangement that makes the kitchen the main thoroughfare to the rest of the house; traffic should by-pass the working area of the kitchen.

THE NUMBER of doors, their location and the direction of their swing effect the efficiency of a kitchen arrangement. Most kitchens require two doors, one leading to the dining area and one to the outdoors. Locate door openings so that they do not interfere with the arrangements of kitchen equipment or swing into positions blocking appliance or cabinet use.

The house plan, of course, determines the location and amount of outside wall available for windows. Have as many windows as possible without reducing the required amount of wall cabinets.

Whenever possible, window area should be 15 to 20 per cent of the floor area of the room. At least one stretch of work counter should be directly lighted by a window. Windows above the range are not recommended for reasons of safety and ease in housekeeping, but a window above the sink not only permits better light for cleaning jobs, but also offers a view when you are doing chores at the sink.

Limitations imposed by family needs and architectural features determine only the general outline of the kitchen. Other factors play an important role in forming the final plan. Location of cabinets and appliances is one of them and this depends largely upon the location of work centers—mix, sink, range and serve are the four centers, the first three of which are built around one of the appliances and include storage cabinets and work counters.

The normal sequence of work centers is from right to left. The mix center, which has the refrigerator, is therefore at the right and is followed by sink, range and serve. This saves work motions for a righthanded person. Dinnerware cabinets should be near either the sink or the dining area, accessible to both if possible. Adequate space must be provided in front of cabinets and appliances for passageways and the free floor space needed for work processes.

MINIMUM amounts of counters required for various functions may be figured in this way: 15 inches beside the refrigerator for setting out articles taken from it; 36 inches at the right of the sink bowl for stacking dishes

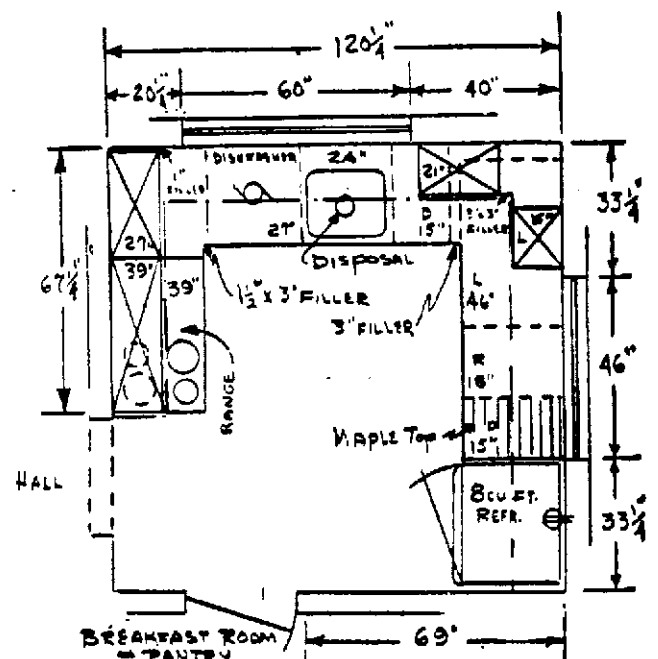


Modern appliances are arranged here to save time and work, make kitchen a pleasant room to live in. Sequence of food preparation is from right to left.

prior to loading them into the dishwasher; 30 inches at the left of the sink bowl for draining and drying dishes if you won't have the time and work saving dishwasher at first; 24 inches beside or near the range for setting out serving dishes or dinner plate; 36 inches at some point in the assembly for mixing and for food preparation (a table could supply this need).

Next, the distance between any two appliances, usually determined by the counter and storage needs: Between refrigerator and sink, 4 to 7 feet; between sink and range, 4 to 6 feet; between range and refrigerator, 4 to 9 feet. The total of these three measurements in your kitchen should not exceed 22 feet for greatest efficiency and step-saving.

The last, and probably as important as any other step in the process, is the selection of the colors and types of decorations you want to "personalize" your kitchen. You have two basic elements to consider—the floor covering and the tops on your base cabinets. The color scheme of your curtains and any decorative pieces that en-



The "U" type kitchen will make best use of space for many in modernizing or building new "dream" kitchen.

ter in are equally important but, unlike the floor and the base tops, they can be changed frequently. The floor and the cabinet tops will be with you many years if not for the rest of the time you use the house, and they must have colors and patterns that you know you will enjoy living with.

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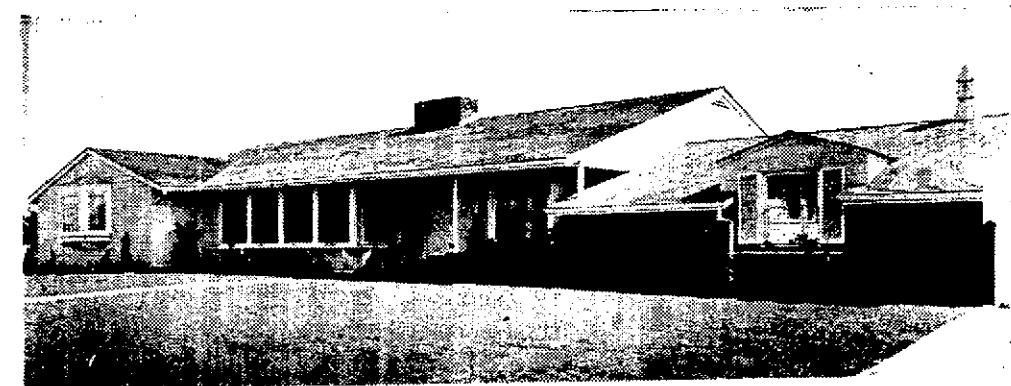
Fair traded mdse. not included in this grand clearance...

Modified Colonial Styling

By Dorothy Killam



A copper hood against a stone wall gives importance to this fireplace in the home of Dr. and Mrs. Yale V. Leftwich. Luxurious furnishings are another feature.



Modified colonial architecture is enhanced by the adjoining garage which is given red brick trim and has a dormer window in attractive exterior display.

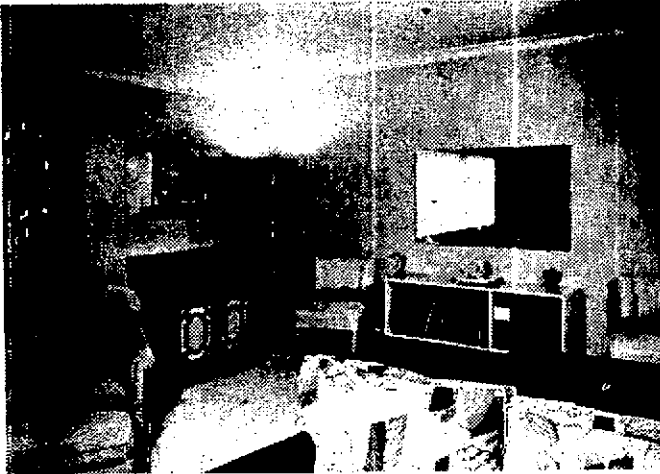
MODIFIED colonial architecture of the home of Dr. and Mrs. Yale V. Leftwich's home, 3912 Ann Arbor Dr., is enhanced by having the attached garage constructed to look like part of the house. Its red brick trim and dormer window emphasize the architectural motif and the interior decor.

A red brick planting box extends from the garage under the curved bay window, tying in the garage and the house. A driveway leading from the street widens out behind the garage so that cars may be parked beside the kitchen door. The site on which the house is built is especially desirable because of olive trees planted at the rear of the lot which background the house and gardens.

The interior signifies easy living because not only is it attractive but every work-saving device available has been included. The living room fireplace set in a wall of stone has a gas jet.

Three of the living room walls are of plaster and the fourth—the fireplace wall—is of vertical boards and stone. Walls and ceiling are painted cocoa brown and wall-to-wall carpeting is in a soft shade of beige. The dominant color used for the furnishings is green in various tones and shades, ranging from deep green to chartreuse.

DRAPERIES at the windows, which take up most of two walls draw on a traverse track to provide good proportion of pattern for this room. The couch is upholstered in this same pattern of pine



One section of the living room of the Leftwich home is devoted to the radio, record player and a cabinet.

needles in greens. A pair of deep green chairs are grouped on either side of a black table in the corner beside the fireplace—a comfortable arrangement and one which makes good use of this corner.

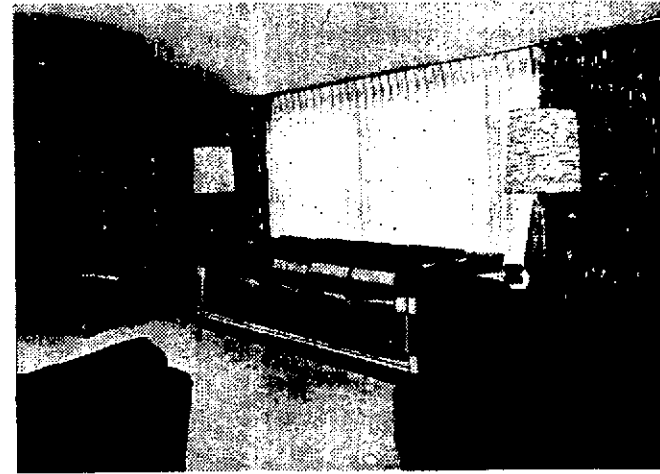
Grouped in front of the expansive area of glass opposite the fireplace is a striped couch of green and coral flanked by mammoth lamps, tall enough to illuminate this portion of the room. A chair beside this couch is upholstered in coral rose, providing one of the red accents chosen to contrast with the dominant greens.

The dining room is just across the central entrance hall from the living room where

the same rose and green color scheme is repeated. Deep mahogany furnishings are designed after Hepplewhite and Chippendale patterns.

The den which overlooks the back garden and terrace can also be reached from the entrance hall. This hall is equipped with closets providing valuable storage space.

REDWOOD walls in the den are finished in a natural tone which contrast pleasantly with green wall-to-wall carpeting. Floral draperies are in keeping with the maple furnishings. Comfortable chairs and a settee are grouped for easy television viewing and enjoyment of the fireplace.



Tall lamps illuminate this entire grouping of couch and the flanking chairs along draped wall of glass.

An inset of brick over the mantel matches the brick fireplace facing for pleasing effect.

This den is directly connected to the kitchen and a table just outside the kitchen is used for dining as well as card playing. The near-by terrace is also a favorite dining spot.

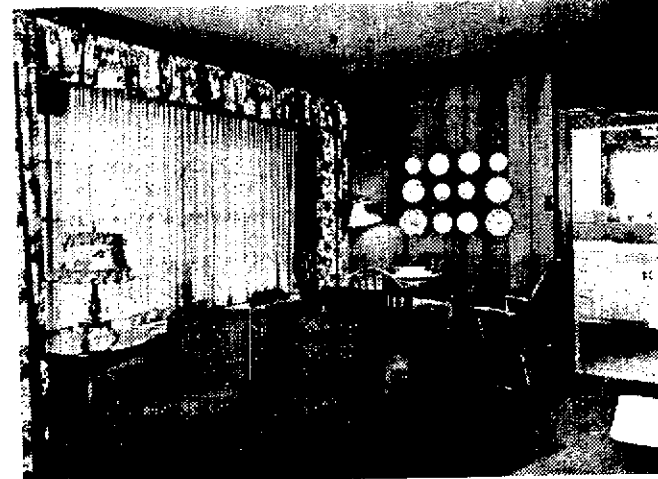
The efficient kitchen has a whimsical note introduced in its colorful wallpaper. The stove is set between cabinets topped with tile, giving ample work space near the stove where it is needed. Leatherette benches set in a corner of the kitchen make lunches easy to serve at the chrome table grouped with them.

ON THE other side of the house from the living room and den are three bedrooms. Two dressing rooms and a bath open off the master bedroom. Wardrobes and drawer space are built into these dressing rooms. A white-and-brown striped spread covers the extra wide bed which has white headboard and mahogany trim. A white ceramic frame over the bed emphasizes the wallpaper pattern. Tropical plants grown in a three-corner window add effect.

The Leftwich boys, Tim and Kelley, have a room with corner windows opening to the backyard.



A table and Windsor chairs stand just inside the den by the kitchen door in the Leftwich home, ready for cards or for serving an informal meal. Brick panel above mantel blends well with the redwood walls in part of the den (left).



—Eileen L. Fitzgerald Photos

Growing Indoor Plants

(Continued From Page 8.)

terials together, you can do the job on the kitchen table if you don't have a work bench in the yard.

A thin layer of crushed charcoal, placed in the bottom of

the container, helps keep plants indefinitely. The charcoal has a tendency to maintain a sweet and purified soil mixture for many months. In brief, the charcoal in a way takes the place of natural drainage.

IN TRANSPLANTING the plants from small pots in which they were living at the nursery, knock each one out carefully and try to maintain the root ball. These plants are extremely hardy, however, and disturbance of the root system does little damage. Sometimes if the roots are bound too closely in a two-inch pot, it is better to wash or shake off part of the old soil and spread the roots gently in the new container.

Philodendrons are tricky plants. Often they remain dormant for a long time after the roots are disturbed. Therefore it is wise to place such plants in a permanent container so that no further transplanting will be required.

Once the dish garden is completed, water thoroughly and place it wherever you wish. Portable dish gardens, no matter how small or large,

seem to be more satisfactory for small homes than the built-ins such as are being placed in the larger modern homes.

Planter boxes built into a den, living room, dining room or even a kitchen are things of beauty, but placement of such should be carefully considered. If the owner of the home becomes tired of such plantings, major remodeling jobs are in order.

ON THE other hand, portable dish gardens and copper containers can be moved from room to room or replanted quite easily.

Here is a list of the most popular indoor foliage plants for small or large dish gardens (symbols in parenthesis indicate: RW, regular watering required; FW, frequent watering; and OW, occasional watering):

Croton (RW), dieffenbachia picta (OW), dieffenbachia Rudolph Roehrs (OW), sansevieria laurentii or lucky plant (OW), sansevieria hahnii (OW), Nephthytis or emerald gem (RW), aglaonema simplex or Chinese evergreen (RW), several varieties of dracaena (RW), birdnest fern (RW), several varieties of pteris fern (FW), pandanus veitchii (RW), peperomia, green and variegated (OW), pelargonium pulchrum (RW), saxifraga or strawberry begonia (RW), maranta kerchoveana (RW), cryptanthus

(OW), syngonium (RW), Schefflera (RW), vittis antartica (RW), billbergia (OW) and the many varieties of Hahn's ivy, maple leaf ivy, needle point ivy and the philodendrons (RW).

When you water indoor plants, do not drown them. If the soil looks dry, dig with the finger or a stick at the edge of the container and test the soil immediately under the surface. If it is damp, do not water.

The deeper the container, the less need for water.

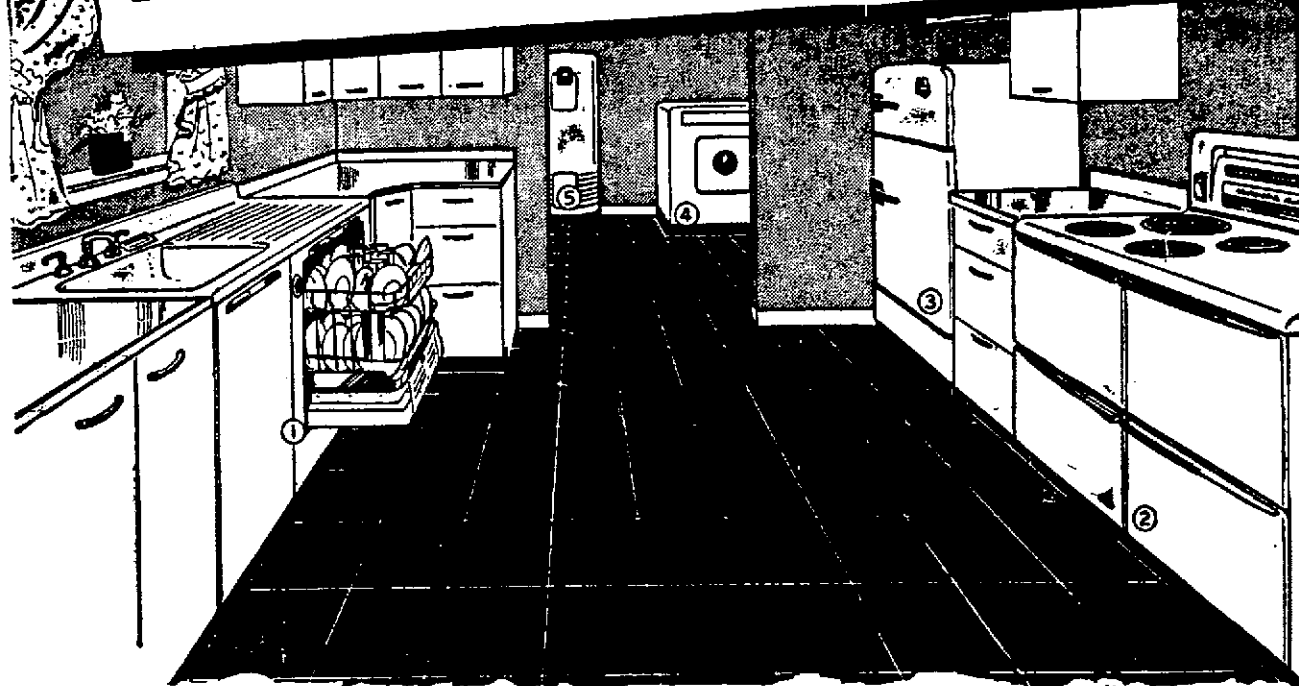
THERE is a simple way of shining the leaves of indoor plants. Do not use mineral oils or furniture polishes as these are injurious. Use one teaspoonful of ordinary garden kerosene in a pint of water. Apply with a soft cloth and wipe off. The leaves will remain shiny for weeks.

Here is an excellent formula for feeding indoor plants:

Mix two cups of a commercial fertilizer (such as Vigoro or Nitrohumus) in a gallon of water. Let it stand for several days and thoroughly dissolve. Apply this six times a year, but on a schedule such as this:

March 1, 15 and April 1. Let the plant rest for several months. Then apply on Sept. 1, 15 and Oct. 1. Those dates merely indicate intervals. Any other six dates six months apart would do just as well.

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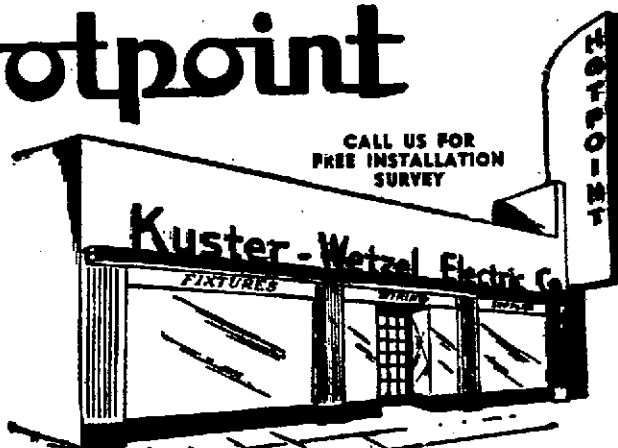
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or a complete electric kitchen, including Hotpoint electric Range, Hotpoint Refrigerator, Hotpoint Automatic Clothes Washer, Hotpoint Clothes Dryer, Hotpoint Ironer, Hotpoint Disposall and Hotpoint Metal Cabinets.

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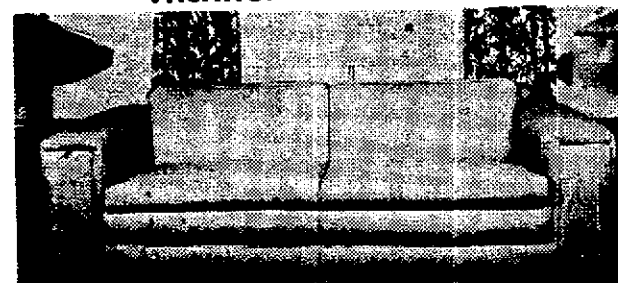
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Effective arrangement in a copper planter. Plants: Phoenix Roebelenii, Dieffenbachia Rudolph Roehrs, philodendron cordatum, persea var., Pteris fern, the Dracaena massangeana and the cryptanthus.

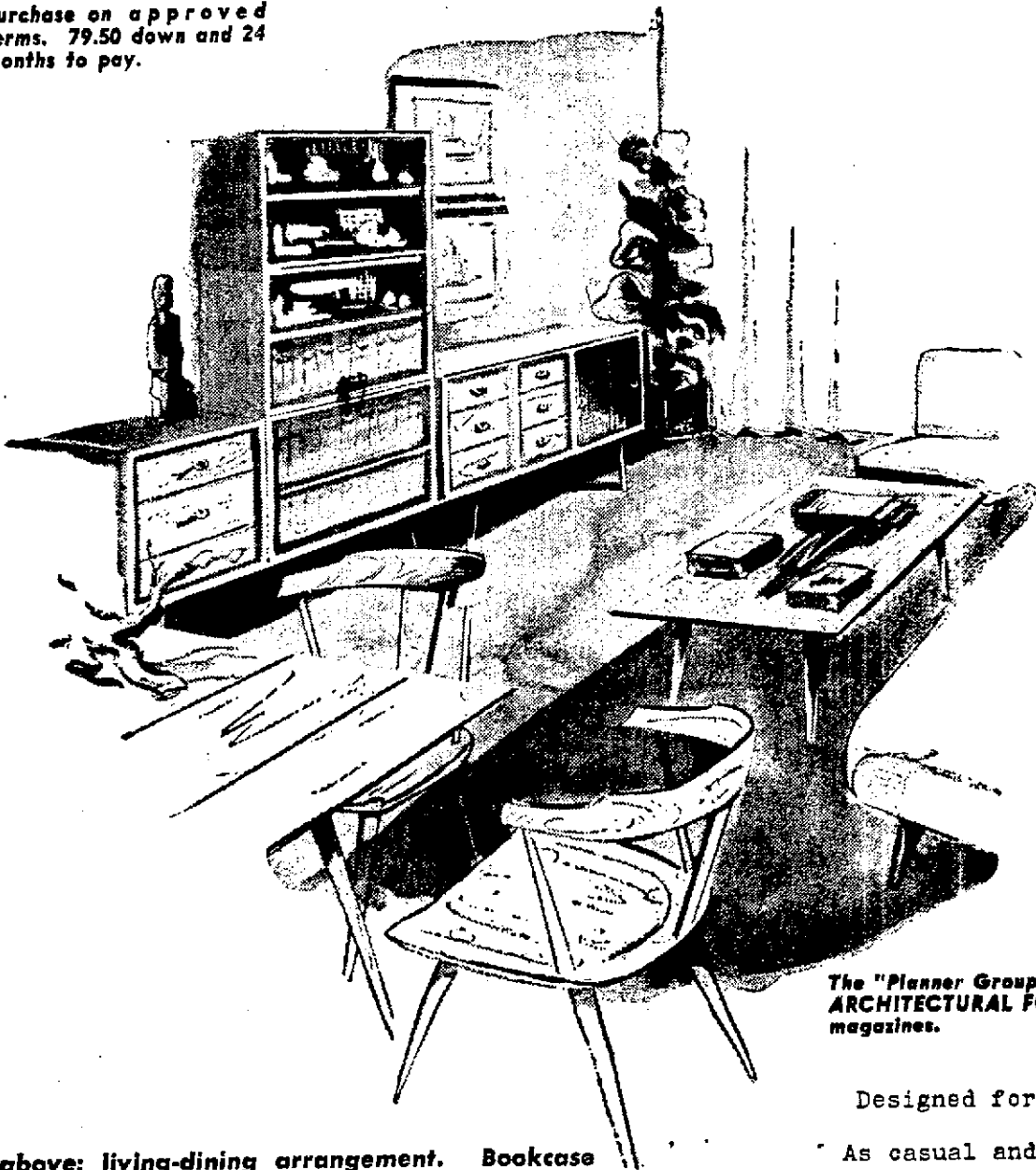
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room and bedroom furni-
ture — complete with up-
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designed by Paul McCobb for
high tastes & low budgets!



above: living-dining arrangement. Bookcase
storage group consists of 3 bookcase units in
center, flanked by one 3-drawer chest at left and
two 3-drawer chests and sliding door cabinet at
right, all mounted on two 60" platform benches.
48" platform bench makes cocktail table in front
of sofa and chair. Dining area, extension table
and 2 arm chairs shown.

The "Planner Group" is currently featured in AMERICAN HOME, LIVING,
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As casual and informal as your
leisure activities — and as
practical and intelligently
planned as a career. In all
your young life you've never
seen such modern furniture
as this!

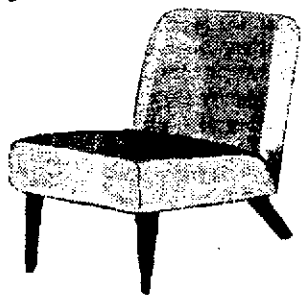
There are four sizes of cocktail
tables which are also used as
platform bases for the 1, 2, 3
and 6 drawer chests, bookcase and
sliding door cabinets. Combine
these to make end tables and bookcase
units for the living room and den;
dressing units in the bedroom, and
buffets or servers in the dining
room.

The handsome arm chairs which keynote
the whole group make an hospitable dining
area with either the dropleaf or extension
table.

All pieces are in solid Canadian birch with
a hand rubbed clear finish and beautifully
waxed for enduring beauty with little care.



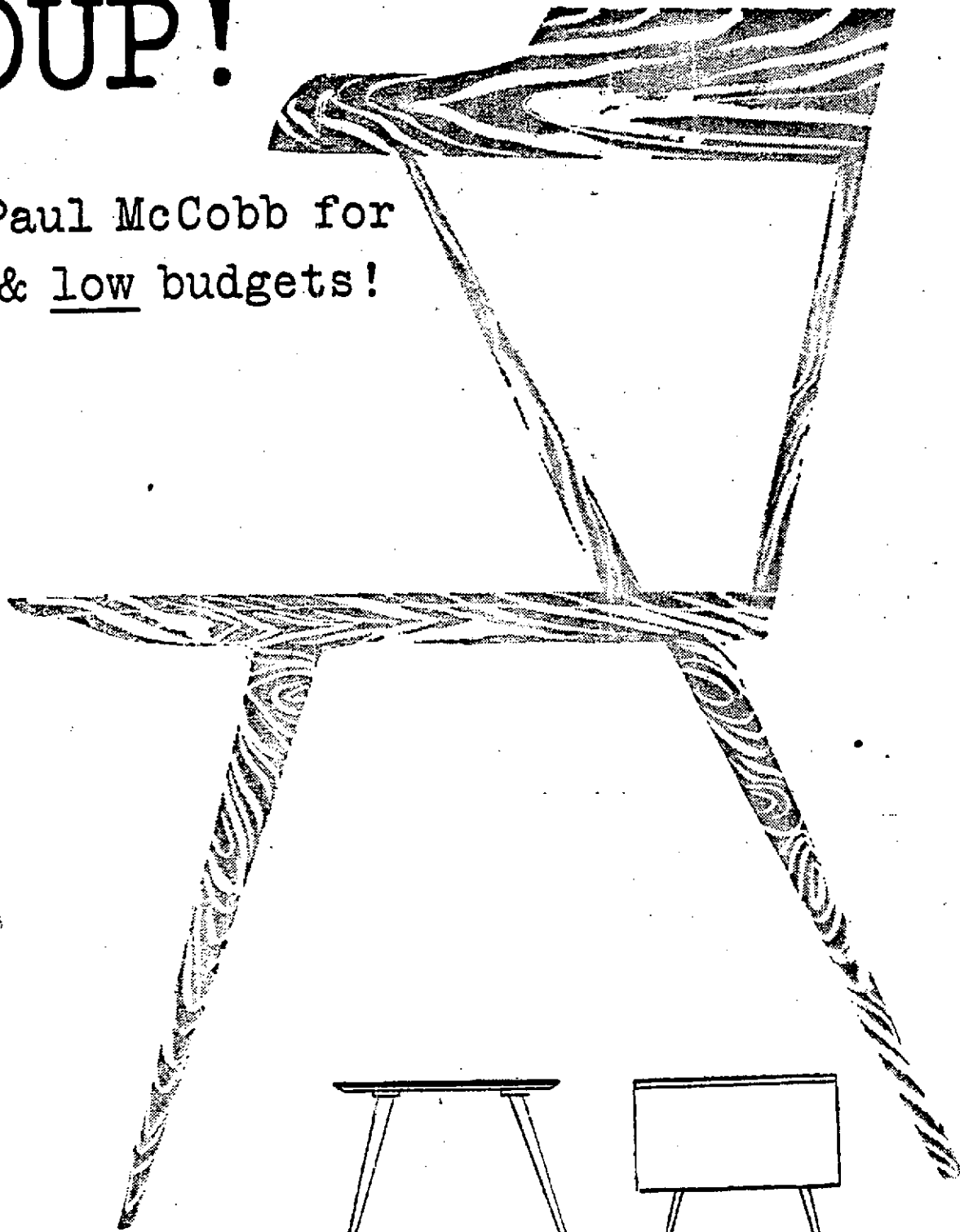
Tight seat Airfoam sofa,
from a group of espe-
cially planned uphol-
stered pieces to go
with the Planner Group.
140. Base price.



Lounge chair, spring
construction, available
in variety of fabrics,
29.95.



Airfoam lounge chair.
74.50 base price.



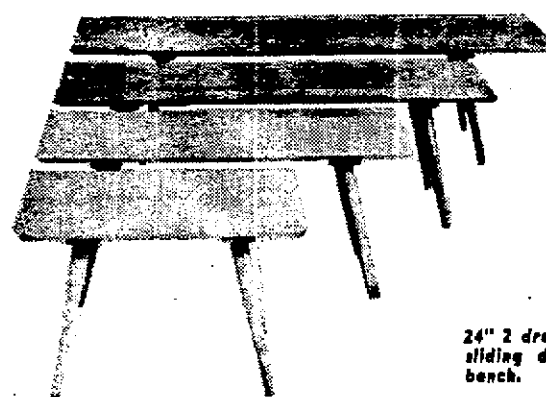
30"x40" extension dining table,
extends to 60".....19.50

22"x34" dropleaf table, opens
to 54".....19.50

Extension dining table with
arm chair, 29.50. Arm chair-
dining chair.....17.95

24"x48" desk, 57.50.

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1 drawer cabinet with 48"
platform bench.

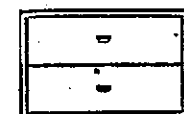
24" 2 drawer cabinet and 24"
sliding door cabinet on 48"
bench.

Tables, available in four sizes and
three leg heights to be used as
cocktail tables, end tables, or as
platform bases for the various
cabinets.

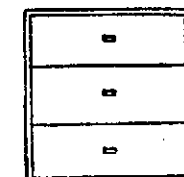
9", 15" or 19" Leg Heights	
18x24 inch table.....	10.75
18x36 inch table.....	12.75
18x48 inch table.....	14.75
18x60 inch table.....	17.75



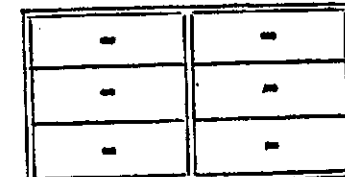
24" wide, 1 drawer chest, 27.50



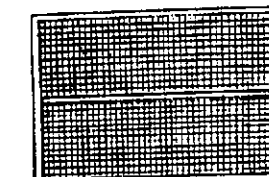
24" wide, 2 drawer chest, 39.50



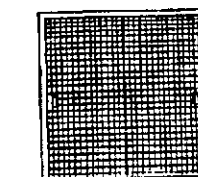
24" wide, 3 drawer chest, 54.50



48" wide, 6 drawer chest, 84.50

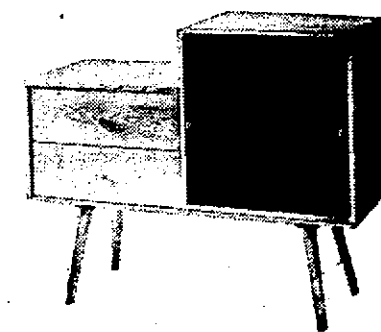
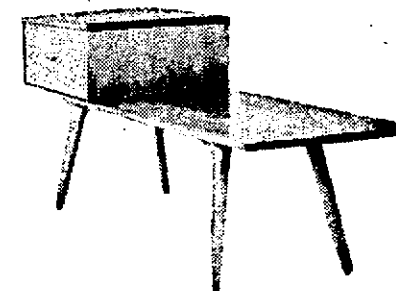
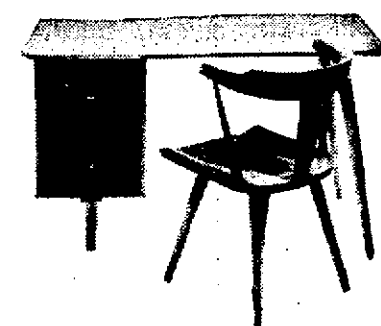
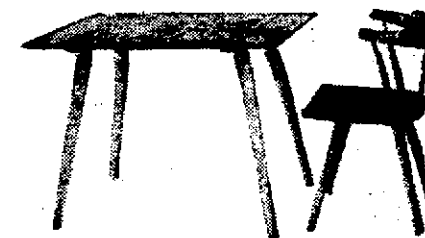


36" wide, bookcase.....29.50
With Perforated Transite back.



24" cabinet with perforated lac-
quered Transite sliding doors, 34.50

Also available and not shown are
headboards paneled with per-
forated lacquered Transite.
Full or twin size.....34.50
Double twin size.....62.50



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A House for Modern Living

By John Nicholson



The Olaf Frodshams' home in Lakewood College Unit is outfitted throughout with modern furnishings. The niche comfortably accommodates their baby grand piano.

WHEN Olaf and Elaine Frodsham went house hunting a few months ago, they thought they had more problems than anyone else in the world. Like most young married couples, they had a fairly definite idea of what their dream house should be, but had difficulty in finding such a house which they could afford. Location was also an important factor since both Mr. and Mrs. Frodsham are teachers, he at City College and she at a local grade school. They finally found a house in the Lakewood College Unit which seemed to fit their need quite well. It was roomy enough, the floor plan was carefully thought out, and through GI financing they found they could well afford it. But the house was of traditional design, and the Frodshams had their hearts set on modern interior furnishings. Consequently before making a definite decision on the house they went to a store specializing in modern furniture to discuss their problems with a qualified interior designer. They told him of the house

they had chosen and of their needs, and learned that the design of the house adapted itself perfectly to the modern interior they had hoped for.

These are a few of the problems which had to be settled: Where to put a grand piano in a house that was not designed for one. How to achieve a maximum effect with a limited budget. Room arrangements for their particular way of living.

The idea was not to create an interior which would please the designer, but to help the Frodshams consolidate their own ideas into a handsome and livable background which would reflect their tastes and needs.

A floor plan was submitted with suggestions for wall colors, floor coverings, fabrics, furniture and accessories. By making these arrangements early, it was possible to start production on the interior at the same time that the house itself was started. The interior was treated as one complete unit rather than a group of individual and unrelated rooms. This makes it possible for fur-



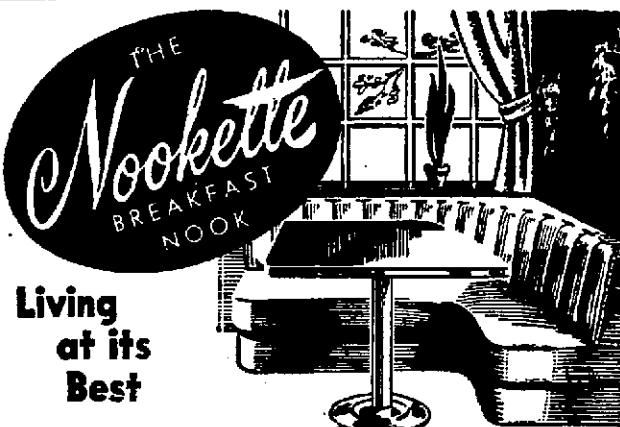
—Photographs by Garber Sturges

"Paris" wallpaper decorates one wall in living room, matching sage green in the frieze carpet. The coloring in the chairs is persimmon and lemon yellow.

niture to be taken from one room to another and still be in complete harmony with its background. When the house was ready

for painting, wall color samples were sent to the painters by the store, thus eliminating the usual guess work which can prove disastrous. After the

paint was applied, a careful check was made to establish the correctness of colors, and then actual installation was begun.



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Frodsham den has floor covering of hemp squares. Draperies are bamboo blinds. The walls are white.



Draperies for Your Home

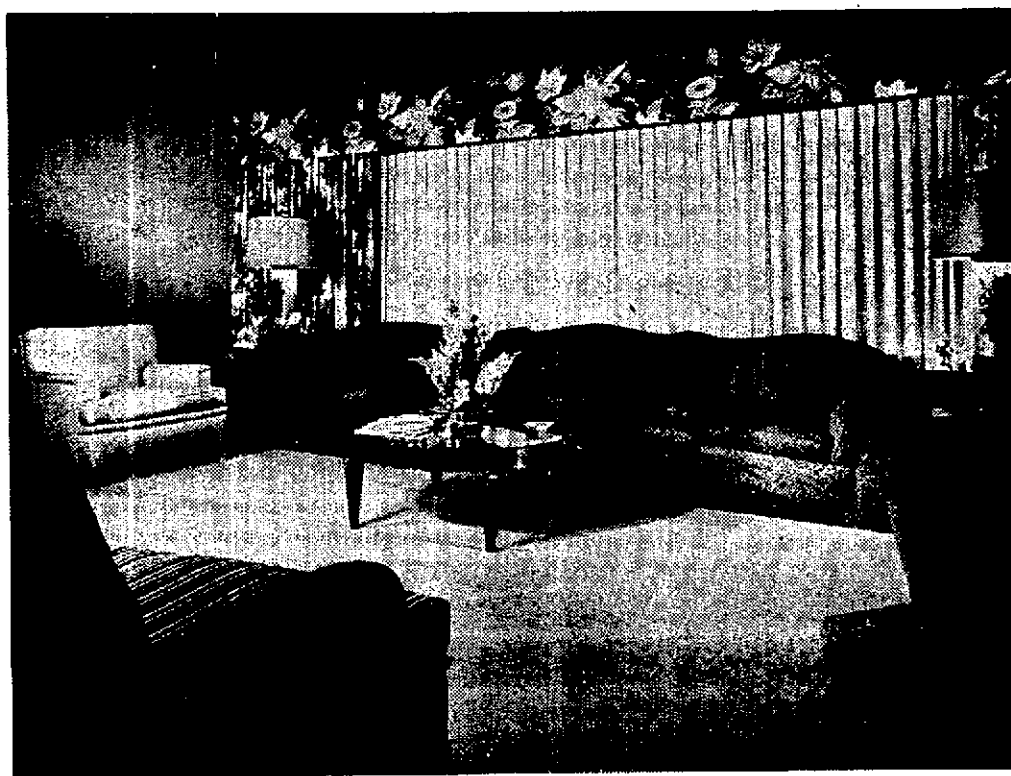
By David Gluck

DRAPERIES are what you make them, the only limits being your tastes and your pocketbook. The living room setting in the accompanying photograph shows to advantage what can be done with a combination of casement and draw draperies eliminating the use of Venetian blinds.

During the daytime the unlined casements exclude the sun's glare while still allowing a soft light to filter through into the room. Nylon or nylon panels can be substituted for the casements, at a lower cost, still serving the same purpose. Draw draperies add warmth and color to the room and also function as a complete blind against the sun.

This room has been made to look larger by two methods. Color, in which the background of the draperies the wall, and the ceiling are all in the same color tone, giving unity and size, and extension, since the draperies have been extended from wall to wall even though the windows do not reach that far. This allows for a complete setting in which the couch and end tables fit into the completed frame of draperies.

There has been a tendency lately to show French pleated draperies without cornice boxes, especially in the new lower ceiling homes. French pleating itself gives a very pleasing effect and does not necessarily have to be hidden by a valance or cornice box.



Color and extension in draperies have made the room above seem larger. Draperies are what you make them and are limited only by taste and money to spend.

In one home, the fabric is a boucle net, unlined traverse drapery. Venetian blinds are further employed to regulate the sunlight.

Laureleaf green carpeting color is repeated in the drapery pattern to give correlation to this setting. If cornices are added the laureleaf green may again be repeated in a solid material.

There is also a possible advantage of extending the draperies to cover more than

the actual window area. A window drapery may be made to round a corner and join a center drapery, if it is felt that a more pleasing effect can be attained.

THERE is no limit to drapery treatments. What is right for your room may include cornices or not—valances or not—panels—side draperies—draw draperies—casements—or any combination of the above.

Draperies selected correctly are as versatile and as functional as you care to make them. The proper draperies can make your room look larger, your ceiling higher or lower, your windows any size. Draperies can be made to accentuate a color in your room, or to bring out any particular piece or group of furniture to its greatest advantage. There is no investment in your home interior more important than the right draperies.

Semi-Annual CLEARANCE

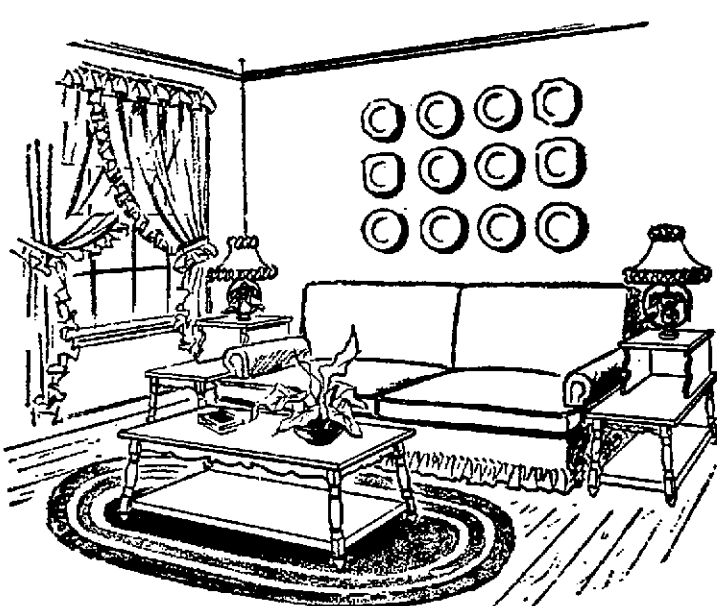
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Small group Windsor Chairs	21.95	11.95
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Only 2—Solid Maple Hutches, 42"	119.50	79.50

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Reductions 20-40% on all lamps.		



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1—Heywood-Wakefield Morris chair—1—Heywood-Wakefield Platform Rocker (matching covers) each	89.50	49.50
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Dream Home: Guaranteed

By Billie Jackson

IF YOU are furnishing a new home today, you have a better chance of having a dream home than ever before. The furniture of today is of better design, is more useful and in perfect scale with our smaller homes. This is true of both traditional and modern. Color has never been more

beautiful than those we find in today's fabrics, floor coverings, papers and paints.

With all this behind the scenes preparation for you, the consumer, the better furniture stores of today offer the services of qualified interior decorators to guarantee further that you will have the dream home you want.

We all recognize a well-planned, attractive and livable room when we see one, but many times we fail to recognize the skill of the interior decorator who is responsible for it. Rarely do you find a truly well-planned room that did not have the benefit of a decorator's taste and advice.

Why is the decorator so important? Mainly because of his restraining influence; his knowledge and taste that prevent costly errors which spoil your room and shatter your budget.

Let us say, for example, that you want an informal modern home, for your family is young and active and your entertaining is of the casual kind. First of all, your decorator will prevent you from making mistakes in your selections, such

as choosing an upholstery fabric which may be beautiful, but too formal for the kind of home you want. Rather, he will show you handsome prints, linens or wool whose very textures state firmly that yours is an informal home.

He will prevent you from going overboard on one item, such as spending half of your living room budget on an oversize cocktail table that you impulsively fell in love with, but which is far too dramatic for an informal room.

YOUR decorator would show you rugs or carpet of textured broadlooms, friezes, or perhaps a provincial pattern, but he would steer you clear of the luxurious carved broadlooms that are the very essence of formality, and not for your casual informal living.

He will advise you to reserve a portion of your budget for accessories, such as lamps and pictures, so important, but often neglected in the average decorating budget.

The result of this combined restraint and advice will be a home that is well integrated, where every item seems to belong and so states the main purpose of the home, that of casual, pleasant, informal living.

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Gluck's FINE DRAPERIES

Announcing the opening of **BARKER'S** **NEW BUDGET HOME STORE**

218 LOCUST AVENUE

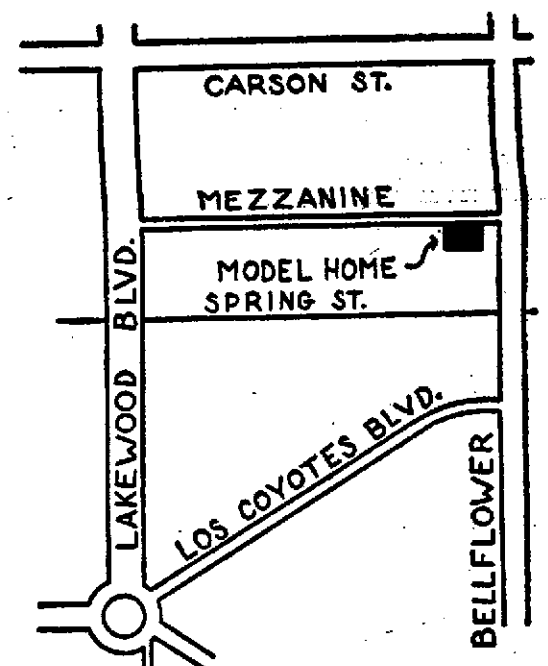


Especially for Budgeteers! Barker Bros. new Budget Home Store features quality furniture styled and priced for today's small home owner. No longer is there any need to do without furniture you want and should have—you don't have to "save up" for a large initial down payment and you aren't burdened with large monthly payments when you buy at the Budget Home Store. Terms are the lowest, easiest possible, planned to fit every budgeteer's purse. You'll find choice selections of Maple, and Modern furniture, budget-priced floor coverings, and leading makes of appliances—all top-quality merchandise at prices you can afford. Furnish your home NOW, without a large cash outlay, by shopping at Barker Bros. brand new Budget Home Store at 218 Locust Avenue.

OPEN TODAY! LAKEWOOD "UNIVERSITY HOUSE"

In the heart of Lakewood University District, Bellflower at Mezzanine, Barker's new model home proves that you can furnish in smart taste and yet avoid spending great amounts of money. "California House" Furniture—simple American style—made exclusively for Barker Bros., is used as a basis for the decorating scheme. It's high style, smart, and inexpensive.

Using other pieces of comfortable, livable modern, to complement the "California House" furniture, the price scale throughout the model home has been kept at the lowest possible. The result is a charming, completely new furniture ensemble, aimed at every budgeteer's purse, a result that rivals the fascinating thrill of owning a new home. See Barker's model home today!



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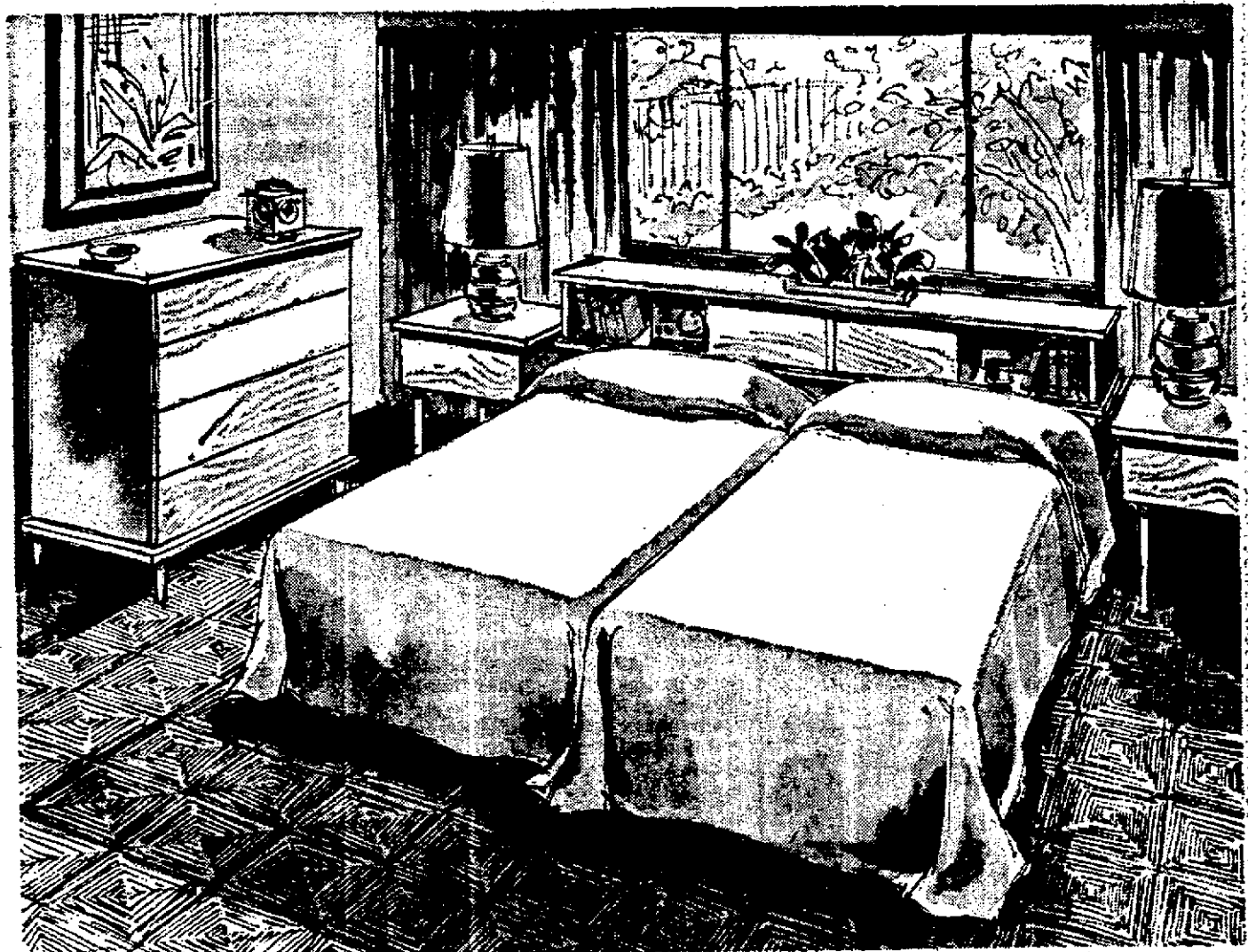
"CALIFORNIA HOUSE" FURNITURE at Barker's model home is OPEN-STOCK and LOW PRICED

Already a sensational, fast-selling success, "California House" furniture, the functional, modern furniture featured in Barker's Lakewood Model home is made of white luan... a fine Philippine mahogany — it's styled for all California homes and priced for every budgeteer!

For example, THESE 4 PIECES

of handsome "California House" cost you only \$7.19 per month. That includes the high-style double headboard \$39.95; the roomy, 4-drawer chest \$69.50, and two beautifully-styled night stands, each \$27.95. Other pieces at correspondingly low prices. Enjoy it now, pay as you go!

BARKER'S BUDGET HOME STORE
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With Paint and Paper

By Caroline Coleman

WITH PAINT and wall paper providing a wealth of combinations in color and pattern, there is no reason that your furnishings cannot be set off to full advantage. Therefore, if you are planning to do over the walls of your home, be it one room or all rooms, you might study your furnishings for a theme.

Your new color scheme might come from the chintz chair cover that you have always admired, or a painting, a vase, a rug—there are many items that might inspire the color combination.

Once you have decided on the main colors you must plan their distribution. There are several plans that you may use, one of these will probably work out best for you. A "monochromatic" color scheme is all one color used in various shades and tints with contrasting colors used as small points of interest.

An "analogous" scheme is one in which the colors used are closely related on the color wheel. For instance, red, plum and shell pink. Most popular is the "contrasting" color scheme. Its principle is based on large areas of color in direct contrast to the smaller areas. If walls and rugs are blue then lamp shades, a chair and other small areas are done in direct contrast or yellow.

Not only is it important to have the color scheme of each room well worked out but to have each room blend with the other so as you go from one room to the other you are not annoyed by changing colors. Because if one or two of the living room colors are repeated in the dining room a feeling of harmony is accomplished.

COLOR can do wonders towards making an old house a really lovely place to

live and Mr. and Mrs. John Bentley Halbert Jr. have proved this in remodeling the house at 246 Mira Mar. The house, built about 1920, reflected the somber-toned decorating conceptions of a generation ago. Walls were papered in a dingy paper which made even the sunniest day dreary.

With the help of neighbors and friends, the Halberts succeeded in nearly completing the face lifting within a week—expected arrival of the stork put time at a premium. Mist grey was used on walls and woodwork in living room and adjoining dining room. A fireplace set in dark colored wood and brownish bricks was painted to match the walls with pleasing results.

By painting woodwork and

built-ins the same color as the walls but using a glossy finish instead of flat wall paint, rooms were made to seem larger and more uniform. Most paint manufacturers make gloss and flat paints in matching colors. The Halberts chose a ready-mixed paint made by the manufacturer of a wide range of several hundred tones and shades for each color. By choosing the ready-mixed paint they were able to get exact colors they wanted. Had they tried to mix their own, they probably would have been less successful, because mixing paint is a real art.

Ceilings were painted white to make the rooms lighter.

In the dinette, the walls were painted fuchsia and woodwork was done in an off-white for

striking effect. White curtains and box-pleated valances of the same material decorate the windows.

In the nursery, circus paper decorates one wall and a matching stripe is used on the other three. A sunny yellow hue in the paper is repeated in paint used for the woodwork.

MATCHED patterns in wallpaper like the Halberts used is just one of the new trends featured in wallpaper shops today. One of the most spectacular new papers is treated so anything from lipstick smudges to crayon drawings can be wiped off without a trace. Also among the papers to become popular recently are those which have a textured finish or one which appears to be textured. These are often used for dadoses or with a patterned paper. The most unusual wall covering is prob-



Moderns consider brown brick, dark woodwork of fireplaces as drab, dated. Such a set-up (above) was overcome by blending all into walls with a coat of paint.

ably the enlarged photograph. You may have a photograph of your own "blown up" to cover

most of a wall or may buy one already enlarged and ready to be put up.

Redecorating old-style houses to modern tempo sometimes calls for drastic action. Here mist-gray paint covers walls, woodwork; floral valance lends gay note.



Nursery-rhyme paper livens up one wall of the nursery. Striped paper in pastel shades is compared here with this wall. It will be used on the other three walls.

Open-Stock Furnishings

By John Faulkner

WELCOME news to persons starting a home, adding to present furnishings or making needed furniture replacements is word that 30 new pieces of open-stock furniture now are on the market.

The bedroom furniture augments open-stock dining room furniture already popular with home lovers. This company now has a total of 90 pieces of varied, open-stock furniture available to the public.

Four styles of dressers include both single and "Mr. and Mrs." types. Six chests show varying sizes from small com-

modos to spacious highboys. Among the eight beds in the group are sleigh, poster and tester types; and one, styled without a footboard, pleases those who welcome the contemporary feeling in traditional form. Accessory pieces feature two styles of vanities, bedside tables, chairs and benches.

Available in dining room furniture are 22 tables, nine pairs of side and arm chairs, six buffets and three breakfronts among many pieces. The scope of the entire presentation offers seemingly limitless possibilities to the homemaker. Her careful planning may take the long,



New open-stock furnishings that make news for homemakers include more than 30 pieces for the bedroom, including eight beds, six chests and four dressers.

lifetime view for she is assured that her selection may go beyond the needs of the moment into a future of continued usefulness.

A small commode chest chosen today as an accessory for the living room later may find its twin to flank the tester bed when additional drawer space is needed in that part of the house. Acquisition of a larger home may retire the little extension table from the dining room to foyer or living room. A career girl or bachelor apartment may be the nucleus of the first real home because the furniture can adapt to new

surroundings and holds its own among new selections.

ALTHOUGH two families may have pieces similar or identical in design, arrangement and use of the furniture reflects originality and personalities of those using it.

Although economy often is a controlling factor in selecting open-stock furniture, craftsmanship and design are important. Hardwood corner blocks, carefully mortised and dovetailed joints, matched joinery, permanent glues and resins promise years of enduring beauty and service.

In this furniture, all drawers

are center-guided to open and close easily. Dust-proofing panels are used throughout. In the dining room buffets and servers, drawers are lined with silver cloth to keep silverware shining.

Mahogany, chosen for richness of grain and figure, is permanently bonded to selected cabinet wood cores and then painstakingly hand-rubbed to glowing beauty.

Designs incorporate such 18th Century masters as Sheraton, Chippendale, Hepplewhite and Duncan Phyfe. Hardware and brasses are adapted from "museum pieces" to match the beauty of wood and line.

Planning Help Available

By Alma Stevens

SO YOU'VE bought a new home!

At last your dreams and plans are becoming a reality. You have, no doubt taken a great deal of time in selecting the floor plan that exactly suits your particular needs. Now comes the exciting, but serious problems of "How shall we furnish? What colors shall we use? What kind of carpet and drapery, and most important, how can we possibly make the budget reach?"

It is now time to consult a competent interior decorator! Oh, but that costs too much, so you hear; this of course is not true. In the leading stores today, you will find upon inquiring, that an interior decorator will be anxious to help you develop your ideas, so that your home will reflect your own personality. They will plan your entire home as to style, color and arrangement, and if the budget will not permit you to purchase all the furnishings at one time, they will assist you in selecting the basic pieces at first, and later, as you see fit, you can add the additional pieces.

By having the home planned completely at one time, even though you cannot afford to purchase it all, it will be such fun to "add" a piece, because you will know exactly what

you need and with each addition, the original plan will soon become a beautiful reality. Your home, then, will be

a home that you can be so proud of, and one that will give you lasting comfort for years to come.

Decorating Topics

By Edgar Harrison Wileman

MANY people do not acknowledge that today's modern furniture is a period style. Actually, it is the Mid-20th Century style. It has been developing since the beginning of this century and has had many interpretations—some good, some bad. But out of it all a new style has developed which, similar to the period styles of the past, reflects the age in which we live.

The present interpretation of modern is far removed from the old modernistic of a few years back that was extreme, exotic and, in some cases, bizarre. The most popular modern today is based on the Swedish, in that it is light lined, has pleasant curves instead of the angular lines previously seen, and is very practical. Articles are designed not just for looks alone, but for comfort and utility, and the light finishes do not show dust and finger marks. While there are designs and articles for all

tastes and purposes, emphasis is being placed on furniture for the smaller rooms found in the majority of new homes—also, in the versatility of such articles as chests of drawers and cabinets which often can be used in living rooms, dining rooms or bedrooms. Then there are the sectional sofas, as well as the sectional bookcases, chests and other articles which can be used in any number of different ways.

Some of this new furniture is so conservative in style that it might well be used with earlier styles of furniture. In fact, it seems to be a streamlined edition of 18th Century English. To use modern with period, however, needs a thorough understanding of the art of interior decorating, as it is more a question of feeling and taste rather than book knowledge, and there are certainly no strict rules regarding it except the rule of good taste, which naturally has many interpretations.



More than 50 pieces are included in one new line of open-stock furniture, a few of which are shown above.

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Choice of Rose or Green All-wool Frieze! Last chance! Only \$88.00 down!

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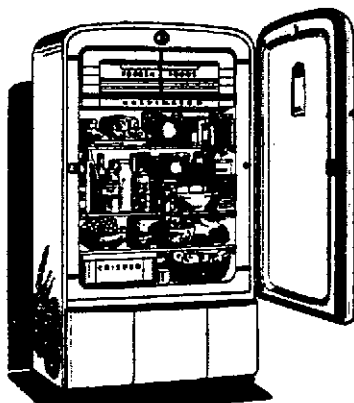
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Now you can own this gorgeous up-
holstered furniture at a remarkably
low price. This beautiful
KROEHLER creation was styled
for the finest of homes yet priced
for modest budgets. The large two
cushion sofa with matching lounge
chair is made with exclusive
KROEHLER "Cushionized" Con-
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comfort. Tailored in a rich new
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BOTH FOR ONLY

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Come in tomorrow and see this wonderful new furniture that will
revolutionize all your ideas about comfort. Sit in wonderfully
buoyant interlocking cushions that cradle you like a cloud. See
the classic beauty of this new KROEHLER furniture—the stream-
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What a wonderful value! What smart styling! What an amaz-
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famous cushioned construction, that insures YEARS OF COM-
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TRADE IN
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A decorator styled suite at an amazing low price. A spa-
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in new and different fabrics and richly trimmed with fringe
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BOTH PIECES FOR THE PRICE YOU'D EXPECT TO PAY
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Here is a truly unusual design . . . tailored in an entirely
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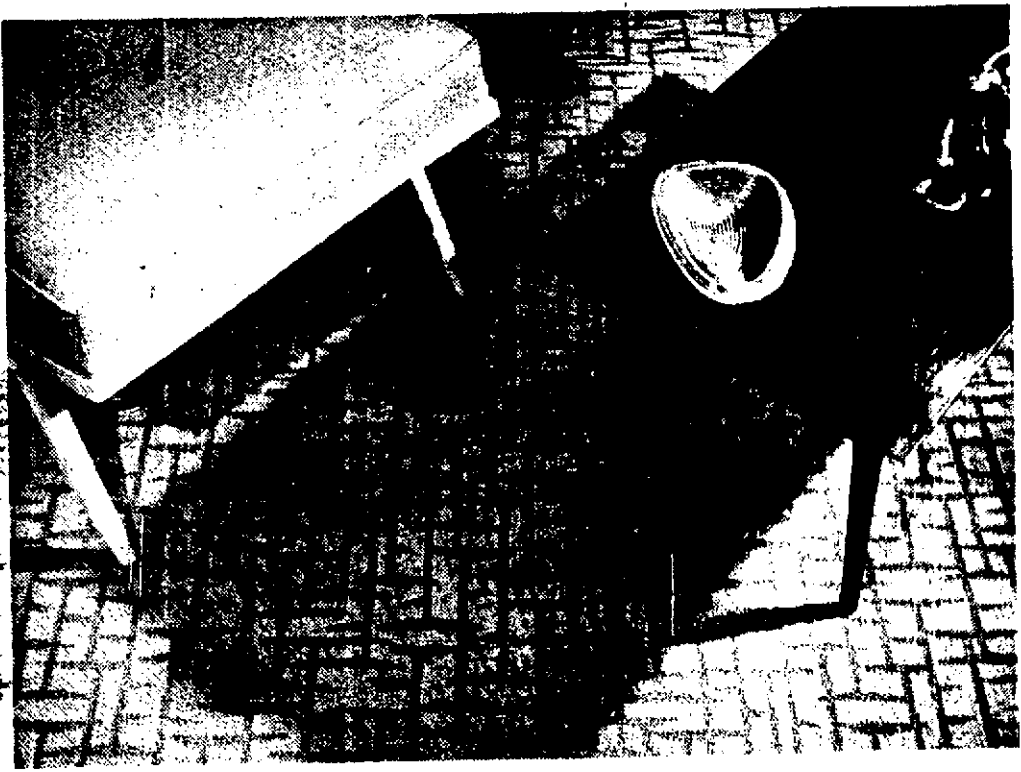
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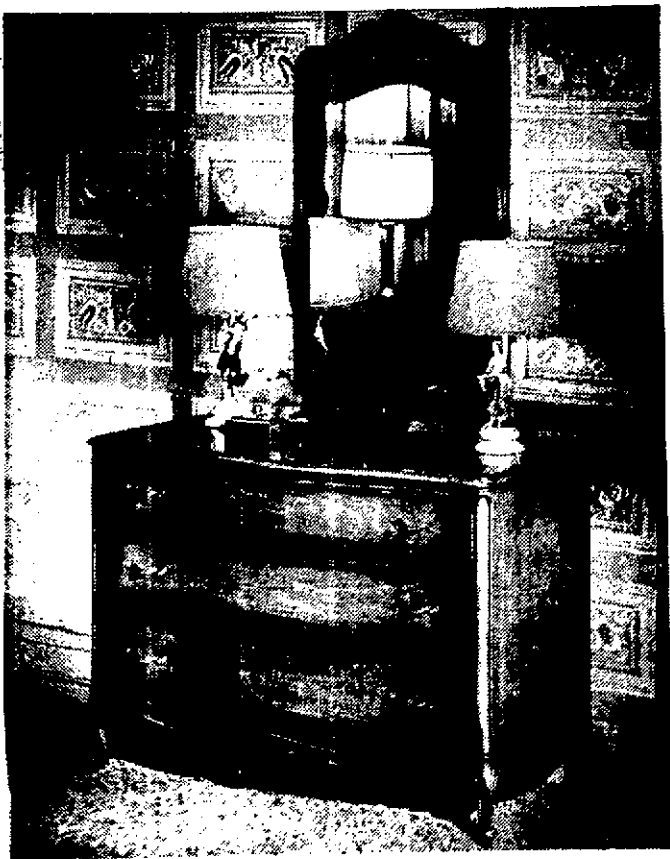
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Thin tapering horizontal and vertical lines in this carpet create the effect of shadows cast by bamboo lattice. The design is conceived for modern decors.

Charm of the French Chateau



French Provincial dresser is made of carefully-matched veneer on popular, selected hardwoods.

Color First

COLOR is the first element to consider when decorating a room, according to top-flight authorities.

They say that the easiest way for an amateur to plan her room is to choose a fabric with colors and pattern that appeal to her and to build her room scheme around the fabric.

The three main areas of the room are the walls, carpeting, and draperies, and two of these three areas should blend for balance, while the third area should be a contrasting color.

The basic color should be picked up and repeated in one of the major upholstered pieces such as the sofa or a pair of twin chairs.

All colors fall into two classifications—warm or cool. The cool colors which include blues and greens lend a feeling of restfulness while the warm colors such as red in all shades, orange, gold, and deep purple are emotionally stimulating. Both warm and cool colors should be combined in a room but it is a matter of individual taste as to which shall predominate in the color scheme.

At last! A KITCHEN FAN YOU CAN INSTALL

Here is a week-end job that can be done in minutes! The sensational new INAVENT kitchen fan is designed for existing kitchens where there is a ceiling vent... There is no need to cut your walls or ceiling in any way... All you do is fasten the INAVENT fan to the ceiling with four wood screws.

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FOR RECESSED VENTS—The INAVENT fits right up into the recess with the fan directly under the existing duct, so that foul air and fumes are expelled immediately from the kitchen.

FOR PERMANENT INSTALLATION—The new INAVENT ventilator can easily be wired to the regular house circuit in the attic. It is equipped with a pull chain switch for "on and off" operation.

FOR TEMPORARY INSTALLATION—Just plug in one end of an ordinary extension cord at the fan and the other end in the nearest outlet box. To remove the ventilator quickly and easily, simply remove the supporting screws and disconnect the extension cord.

Style Takes the Floor

By Melva Chesrown

STYLE is underfoot as never before! Designed for today's living, the 1950 carpet fashions are a significant step toward what home decorators want. Equally significant is the fact that these new carpet fashions are available on all price levels.

In response to overwhelming requests for modern designs in wool carpets and rugs to "go with" modern interiors, carpet stylists have created a distinguished group of contemporary weaves and motifs.

Here are some of the highlights in the contemporary group. A smart new texture weave features three levels of tightly looped pile in a heavy ribbed effect. At present this carpet fashion comes in one color—a green-gold mounted on a muted brown earth ground. This unusual color for floor decoration should be

watched carefully as there are several variations of gold in the current carpet fashions. According to decorators, it is a dramatic point of departure for other color elements in a room. It is easy to decorate and agreeable to live with. One carpet fashion for fall, designed by Muller-Barringer, features glittery gold bands (guaranteed untarnishable) to frame the block design done in sharp green. This is the first time that metallic thread has been available in a machine-made carpet. Heretofore, carpets using metal yarn have been obtainable only in the custom carpet class. The contemporary group includes several abstract and geometric designs, so compatible with modern furnishings.

Another design comes in warm stone grey with thin pinkish grey wavy lines in frieze yarn to give character and texture to the surface. A neatly done Axminster in ashy grey has a Greek key top design in darker stippled grey framed by bands of clear aqua. It's high styling belies its budget price.

Twists with a new twist are new. One very shaggy new frieze has a fuzzy surface that seems to run in all directions at once—there is no right or wrong way to brush the pile. This answers the homemaker's query as to whether it will "walk down." It won't, and what is more, the surface is hard to the touch, which means added soil resistance and no footprints. This rug not only withered rigorous cleaning tests but looked even better and more textured after cleaning.

TWO MODERN carpet fashions are by Edward Wormley and Paul McCobb, well-known furniture designers. One is a fascinating thick-piled Axminster done in muted tones of dark sage green, beige and chocolate browns. It is striped the width of the fabric and is made in 27-inch goods purposely so that the stripes can be random matched. When the widths are taped the joining is completely

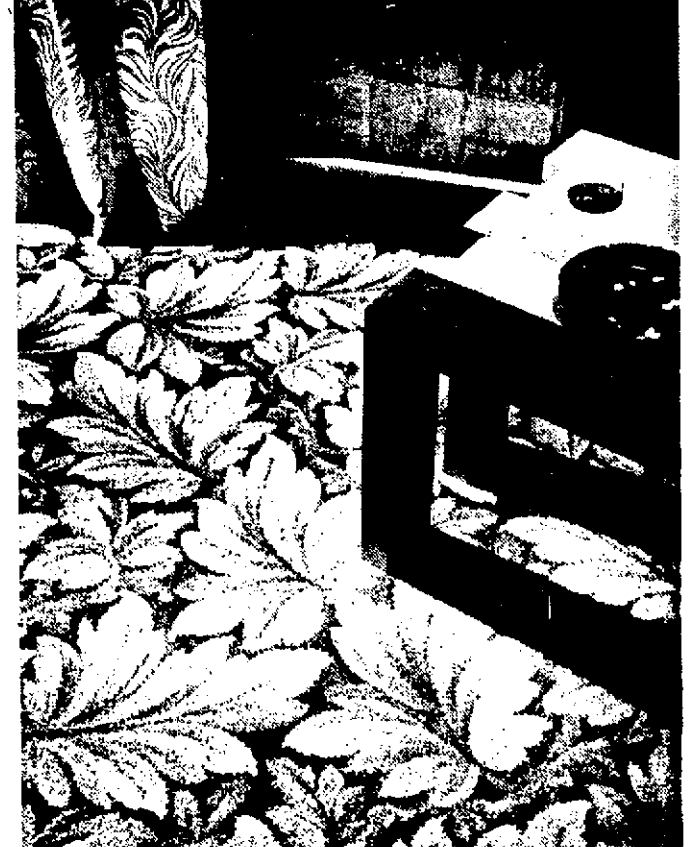
masked. Small scattered spots of color in black, henna and oyster are scattered over the surface very much in the spatter dash method used on painted floors. The other has tapered vertical and horizontal lines in an all-over pattern. It is one level of tightly looped pile using a moresque yarn ground (shades of the same color) with the top design in solid color yarn.

But strictly modern designs are not the only features of the fall carpet fashions. There is a whole series of enchanting provincial designs to gladden the hearts of homemakers who favor this type of decor.

One delightful provincial pattern has the gaiety of a peasant design and is as uncompromisingly colored. The top design, neatly laid out in rows, has pairs of white birds cooing over shrimp pink trumpet flowers. Unexpected touches of sky blue and sunny yellow are held together by the intensity of the dark green ground. This carpet fashion is perfect for either French or American provincial rooms.

TWO NEW carpets have been designed for the increasingly popular ranch house type of decoration. Both of these carpets would be good in a modern setting. One has an intriguing fur-like appearance. It is a salt and pepper Axminster with a broken counter-stripe in a combination of wool and vinyl plastic yarn in bold colors. The stripe may be had in fire-engine red, sunny gold, kelly green or autumn rust. The second ranch-house type design is a cleverly executed design, both striped and checked. Narrow bands of gay and muted colors in looped frieze yarn run the length of the fabric while the same colors in clipped frieze (which gives a velvety look) run the width.

Color is always the homemaker's first consideration when she buys a new wool carpet or rug. And rightly so. What are the color trends for fall? Varying tones of grey, green, rose and beige continue to be the best sellers. However, the fall values of these colors are as new as the carpet designs themselves. Today's greys are clean with no overtones. Clear, cool beiges are plentiful. Beige, even a very light beige, is a fine underfoot color. It shows less footprints as it comes close to "dust color." Some of the beiges have a decided pinkish cast. Rose is a cinnamon or coppery rather than bedroom rose. Greens are medium with some dark and sharp hues noted.



This carpet of softly molded leaf design in modulated moresque color steppings is highlighted against a somewhat darker ground of the same color tone.

Problem Solved

By Aaron Schultz

NEWLYWEDS are often nonplussed in the matter of home decoration; they sometimes labor under the delusion that advisory service of this nature entails expenditures over and above furniture purchase costs. However, better furniture stores everywhere employ experienced decorators for the very purpose of advising and suggesting proper color combination and style ideas; such decorators are equipped through experience and education in every phase of home decoration, and are able to add important "little touches" in choice and arrangement of furniture that transform a house into a home.

Improper selection of a vase, for example, can ruin the entire effect sought in a living room; because the vase is a bargain at \$24.95 cannot, necessarily mean that it is worth buying. It may well be that a vase costing \$14.95 will do the trick! Such matters are skillfully handled by interior decorators who operate on the idea that quality and service are more important than price. Color combination and deco-

orative scheming can make or break a customer's potentialities; a good interior decorator realizes this, and is smart enough to capitalize on it.

A salient requisite in proper home decorative foundation, often overlooked, is the choice of floor covering which, together with draperies, serves as a basic nucleus of taste to reflect the home owner's individuality—whether his preferences run to modern or traditional motifs. Here again, a good decorator can provide a proper atmosphere that will high light, in the best possible manner, the other furnishings, regardless of their cost.

Lately, mixtures of modern and traditional items have been used with success. But experimentation can prove costly unless color, design and style "jibe" in a manner to bring into play the best characteristics of every piece in the room.

After all, what the average age home owner most desires is comfort and "live-ability," with all other factors of secondary importance. It should always be borne in mind that all of a room's features correctly combined can produce happy results on the most limited of budgets.

It's an Antique Hard-Paste Porcelain

By Mary Lou Zehms

ANTIQUES that are termed "bisque" porcelain are seen frequently but too few persons realize what the term implies. It is an unglazed ceramic ware, hard-fired and vitreous. Many of the early French potteries were engaged in the making of bisque because there was less chance of breakage when firing. The soft paste porcelain was subject to unforeseen disaster when placed in the kiln, while the hard-paste or bisque articles could withstand most rugged treatment.

The most engaging piece of bisque this writer has come upon in many months is the doll shown here in the collection of Betty Cox of Long Beach. It is in natural white except for painting of facial features. Perfect in every detail, even to little wrinkles around the neck, embroidery on the slip which has fallen off the shoulder, and the position of the hands holding the toes, it has been the property of Mrs. Cox's mother for the past 75 years.

It is not known from what concern it originated in France, but it is likely to have been made at the Vincennes hard-paste factory. There were several artists connected with this manufactory who specialized in statuettes and groups of children, similar to the baby doll illustrated here.

ABOUT 1765 a hard paste factory started at Vincennes with Pierre Antoine Hannong, son of the famous Strasbourg potter, in charge.

Improvements in its manufacture continued until about 1847 under the leadership of M. Brongniart, who had the idea of establishing a museum where all the various manufactories of German sent specimens of porcelain as did the numerous potteries in France.

Through Brongniart's efforts much valuable information on ceramics was compiled, information now available to the student, collector and dealer.



Made of French bisque, the baby doll is 12 inches in height. It is unpainted except for the facial features.

Press-Telegram Southland Magazine



These pieces of French Provincial furniture, when so grouped, capture all the charm of the 18th Century French Chateau. They offer new glamour for bedroom.



YOUR HOME deserves the best

Give your home the care it deserves by using only the finest construction materials for all work, big or small. E. K. Wood offers a complete selection of the very best... and at moderate prices!

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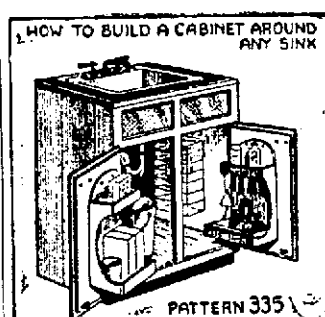
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BUILD A SINK CABINET

While this sketch shows a small cabinet for the sink only, variable dimensions are included in a pattern from which you may adapt directions to a sink of any size, or to extend the cabinet across a side of the kitchen. Each step in construction is illustrated and described on Pattern 335. Price of pattern is 25 cents. When ordering, be sure to include pattern number. Address: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, New York.

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Electric belt conveyors lift packaged cedar shingles from truck to rafter skeleton roofs at Lakewood Park. Trucks drive up one side of street and down the other delivering shingles which are left on skeleton roofs for roofing crews.

Bigness Means Economy in Lakewood Park Homes

NORTHEAST of Long Beach at Lakewood Park a large and complex team of builders is proving that bigness can be synonymous with economy and quality.

Utilizing construction "know-how" in combination with economies in working methods and handling of materials, Lakewood Park is producing two-bedroom and three-bedroom homes at prices from \$7825. Ex-GI buyers make no down payment. Their terms are from \$43 monthly, including principle, interest, taxes and insurance.

One of the secrets of the whole Lakewood Park operation, the schedule was blue-printed in tight time charts long before ground was broken for the first foundation.

"We drew up building sequences so that construction gangs would have the smallest amount of moving between one job and the next," Lakewood Park officials declared yesterday. "This means that building generally proceeds up one side of a street and down the other."

As a construction crew moves up a street, supply trucks dump the required amount of timber, doors and pipes on the lots ahead, with the material coming directly from the supplier.

Foundations are dug, concrete is poured, under-plumbing is installed, lumber delivered, subfloors... raising... rafters... sheathing... shingling. All come in sequence.

Spectacular is the operation in which red cedar shingles are hoisted up onto the rafter skeleton roofs by special electric belt conveyors from a huge aluminum-enclosed truck.

Sidewalk superintendents are especially fond of watching the automatic nailer which enables one workman to secure sub-

flooring on eight houses a day. Strapped to his foot and operated by a button on its cane-like handle, the automatic nailer and its operator move haltingly back and forth along the subflooring. The workman takes a step, stops, presses a button and—rat-tat-tat, in goes the nail in machine gun-like rapidity.

Lakewood Park construction officials say 75 houses are done at each operation. This means workmen lay the foundations for 75 units per day and move on to another 75 the next. Meanwhile, another crew comes along and installs the underground and underfloor plumbing on the first 75. Following the plumbers the joists are installed.

This crew is followed by about 28 others, with regular inspection by government agencies, until the houses are ready for occupancy.

Use is made of mechanization wherever possible. Aside from such aids as power saws, the automatic nailer and the shingle belt lift, there are radi-

arm power saws, powered door-hanging machines and flail diggers which can excavate a house foundation in 15 minutes. Curbs are laid by a traveling mixer which squirts liquid concrete into a curb frame along the 266 miles of curbing at Lakewood Park.

When completed, Lakewood Park houses include the following features: A garbage disposer, double sinks, stainless steel drainboards, painted walls, shades and screens. Kitchens have inlaid linoleum and bathrooms are equipped with rubber tile. All homes have garages. Gardens are dug over and a tree is planted in front of each dwelling.

Nine completely furnished model homes are open to 10 p. m. daily near the Lakewood Park sales office, 5327 Lakewood Blvd. They can be easily reached from downtown Long Beach by driving north on Atlantic Blvd. to Carson St., right on Carson to Lakewood Blvd. and left on Lakewood to the Lakewood Park Tower, one block this side of South St.

1900 More Homes

A PROGRAM to build new homes totaling \$20,000,000 in value was announced yesterday by Willard Woodrow and Donald Metz of the Aldon Construction Co. Included will be 1600 Lakewood Plaza residences in the Lakewood University District and 300 homes in Downey.

Planned to serve Lakewood Plaza and bordering areas, an eight-acre commercial development also was announced by the Aldon executives for the southeast corner of Spring St. and Palo Verde Ave.

The 1600 new two and three-bedroom homes scheduled for

early construction at Lakewood Plaza will represent an investment of \$15,000,000.

Located at Woodruff Ave. and Monlaco Rd., the present development of 1049 homes is nearing the sellout point, it is reported by Walker & Lee, Inc., sales agents.

An investment of \$5,000,000 is accounted for in the 300 three-bedroom homes slated for the most exclusive section of Downey. These homes will also have the features to be found in the Lakewood Plaza, Pioneer Plaza and all other Aldon developments.

Nearing completion at the rate of five a day, the 328 two and three-bedroom homes in Pioneer Plaza are also approaching a sellout, according to the developers of the community on Pioneer Blvd. just south of Firestone Blvd. in Norwalk.

Prices of Lakewood Plaza homes are from \$8650 and Pioneer Plaza homes range from \$8450. No down payment other than \$99 for escrow and impounds is required of veterans in either development. Monthly payments for both range from \$47, reducible by veterans' tax exemptions to approximately \$42.

Speaker From India

JOHN AROKIASAMY, an East Indian who is a student at George Pepperdine College, Los Angeles, will address the Long Beach Board of Realtors Tuesday morning at breakfast in the Wilton Hotel.

Jack Rohrer, program chairman, said Arokiasamy will talk on "A Better Understanding of the International Problem." Born in Singapore, British Malaya, of parents who originated in southern India, Arokiasamy is president of the association of students from India. His appearances in Long Beach are sponsored by the Rotary Club.

Fred Gosch will be in charge of the listing session. President Lewis K. Cox will preside.

Sign of Growth

THE opening of a Federal Housing Administration office here tomorrow evidences growing recognition of Long Beach as a metropolitan center in its own right, according to H. V. Davidson, recently appointed director of the new headquarters.

Davidson emphasized that the Long Beach office has equal status with the Los Angeles and San Diego offices of FHA. All are under supervision of John E. McGovern, director of the Southern California district.

"From the application for FHA insurance to the final payment and release of the borrower, all cases within the Long Beach jurisdiction will be administered in this office," Davidson said.

A staff of 40 to 50 will be required to operate the local office, he continued. Most of last week was devoted to moving files to Long Beach and preparing the new quarters.

"We have an excellent, hand-picked staff," Davidson said. "I firmly believe that they will provide top-notch service to the lending institutions, building industry, realtors, home owners and prospective home owners of this community."

"The FHA came to Long Beach for business, and I think we will get plenty of it," he added.

DAVIDSON announced appointment of the following department heads for the Long Beach office:

Roy S. Madden, chief underwriter, has been active in the loan, building and appraisal fields in Southern California for 25 years. He has been active in the Los Angeles Realty Board and Society of Residential Appraisers. He was appraiser and review appraiser for the Home Owners Loan Corp. For the past 15 years he has been with the FHA Los Angeles office. Madden was a

resident of Long Beach in 1902 and has again established his home in this area.

Charles J. Carroll, a resident of Long Beach for 27 years, is chief appraiser. A senior appraiser with FHA for the past 15 years, Carroll previously was in appraisal activity for Home Owners Loan Corp., Pacific States Savings Association and Anchor Building & Loan Association. During the past five years he has been assigned to the programming and processing of various multiple housing projects in Southern California.

ERNEST F. MAGERS, chief architect, was transferred to Long Beach from the Salt Lake City office, where he held the same position. Magers, a member of A. I. A., joined FHA in San Francisco in 1939. After service in Fresno, he was sent to Sacramento underwriting office in 1941 as chief architect. He went to Salt Lake City in 1945. Magers is residing in Long Beach.

Ted F. Koblitz, chief mortgage credit examiner, comes here with six years of experience in this post for the Los Angeles and Seattle offices. Previously, he was a member of the staff of the Seattle First National Bank for 14 years. Koblitz has resided in Long Beach for three years.

Charles P. Deibel, office manager, was drawn from the Armed Forces Information and Education Division, Office of the Secretary of Defense, in Hollywood. He has been in government service for more than 20 years as administrative assistant and office manager in several agencies. Deibel has resided in Southern California since 1937.

Davidson himself is a native of Nova Scotia. After spending his early years on a cattle ranch, he attended San Diego

Realty and Building

Everett Purcell, Editor

High School and the University of Pennsylvania. He was active in athletics at both schools.

AFTER service with the engineers in World War I he became affiliated with the California Farming Co. and later went into farm operation on his own account. He joined FHA in the fall of 1934 and has continued with that organization except during World War II, when he served in Army ordnance. Prior to his new assignment he was assistant to the Southern California district director of FHA.

Warehouse

George Hoover has applied for a permit to build an aluminum warehouse and office at 1560 W. 12th St. E. Steward Construction Co. will be the contractor. Plans were prepared by Charles Sachaklani, engineer. The one-story structure will be 75x100 feet in area.



Heading up a staff of from 40 to 50 persons in the Federal Housing Administration's Long Beach office will be these six men. Seated (left to right) are Roy S. Madden, chief underwriter; H. V. Davidson, director of the Long Beach area; and Ernest F. Magers, chief architect. Standing (left to right) are Ted F. Koblitz, chief mortgage credit examiner; Charles J. Carroll, chief appraiser; and Charles P. Deibel, office manager. The agency opens its offices tomorrow in the Times Building. (Press-Telegram Photo.)



Lakewood Crest, 230-house subdivision at Downey Ave. and South St., is offering 44 exterior styles to the home-buying public. There are 12 basic floor plans which include patio-view living rooms, picture windows, large amounts of planned storage space and built-in breakfast nooks. The Early American model home furnished by Aaron Schultz is open daily for inspection.

OPEN TODAY IN LAKEWOOD UNIVERSITY DISTRICT



a model home that's different!

Visit Spectacular "UNIVERSITY HOUSE" Furnished by **BARKER BROS.**

5 Rooms of Barker's exclusive "California House" Manuel Martin furniture for \$1,000. The greatest value in furniture offered anywhere in the Southland.

HOMES PRICED FROM \$9,150

AND HERE'S ADDITIONAL EXCITING NEWS... For a few cents extra added to your monthly payment you can buy any or all of the following items: O'Keefe & Merritt Gas Range, Frigidaire, Frigidaire Automatic Washing Machine.

PHONE L.B. 51214 NEVADA 61901

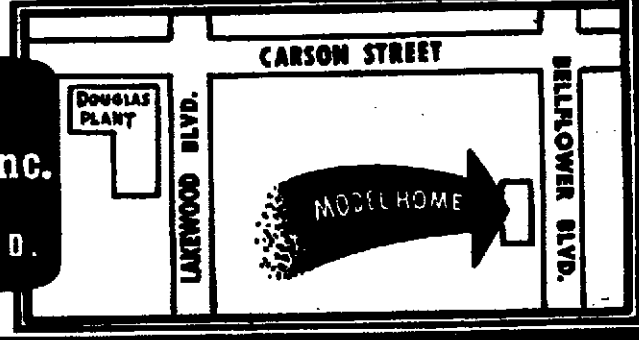
Walker & Lee, Inc.

CARSON & BELLFLOWER BLVD.

Loaded with extra features. Parklike landscaping. Full two-car garages. Adjacent to the site of the new Long Beach State College. Home of Long Beach City College. Acclaimed by building experts as a new Westwood Hills in the making. **DRIVE TO LAKEWOOD TODAY AND BEFORE YOU BUY VISIT THE UNIVERSITY DISTRICT SOUTH OF CARSON STREET**

VETS NO DOWN PAYMENT! 30 YEAR LOANS

The finest homes in Lakewood are located south of Carson Street in the already established University district. Both two and three bedroom units. The widest selection of floor plans and exteriors to be found in any development. They're custom built value plus homes.

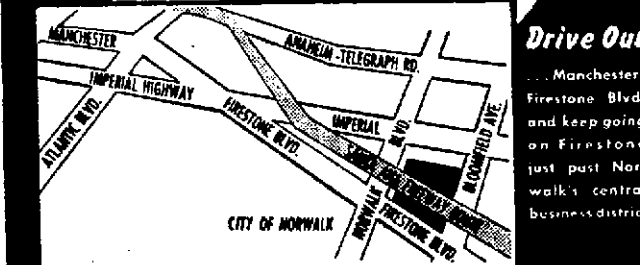


ALL ROADS LEAD TO Norwalk village

Nowhere Else SUCH TERRIFIC BUYS! PLUS IMMEDIATE OCCUPANCY

Included AT NO EXTRA COST
 O'KEEFE & MERRITT RANGE
 7.7 cu. ft. FRIGIDAIRE
 WASTE KING PULVERIZATOR
 ALL-WOOL CARPETING
 DECORATED INTERIORS

Price Reduces if You Don't Need Kitchen Equipment!



Norwalk village

Drive Out... Manchester-Firestone Blvd. and keep going on Firestone just past Norwalk's central business district

\$562,500 June Sales at Norwalk Village

A SALES volume of \$562,500 was recorded during the past month at Norwalk Village, it was announced yesterday by developers of the new community at Firestone Blvd. and Bloomfield Ave., Norwalk.

To date, 448 homes have been sold out of the 550 included in the over-all construction program there. Among the 102 two-bedroom homes still available, the developers report, are a wide variety of exterior elevations and floor plans.

Mounting sales tempo at Norwalk Village during recent weeks is seen by the developers as due to the public's recognition of new factors in the building industry. Major building operations were completed at Norwalk Village before the recent increases in land, material and labor went into effect, the builders point out.

Because of the advanced stage of construction, prospective buyers at Norwalk Village are offered occupancy as soon as they have qualified and chosen their carpet colors, and well before start of the fall school term.

Veterans may buy the two-bedroom homes for from \$38,500 a month after veterans' tax exemptions, with no down payment required but \$95.

Belmont Heights reported \$407,000 in 21 sales. The area from Third St. to Anaheim St., east of Cherry Ave., produced 39 transactions totaling \$415,850.

In the downtown district, 34 sales amounted to \$714,450. Commercial structures and multi-family residences account for most of this section's activity.

Every district of the city exceeded its June, 1949, totals, Moss said.



New Ideas Division

A NEW development at the Long Beach Better Homes and Sport Show will be a "new products division," according to Louis K. Cox, president of the Board of Realtors, sponsors of the show.

Products to be exhibited in this division will include recent innovations designed to make homes more efficient, comfortable and luxurious as well as to lighten housework, Cox said. A great number of these products have never been publicly exhibited before and some have been patented but recently.

The Better Homes and Sport Show will be held at Long Beach Municipal Auditorium for the week starting Aug. 27.

Another feature of this show will be an all-electric cooking school. Under the leadership of Beverly Kidel, noted lecturer and writer on home economics, the free demonstrations of cooking methods and recipes will be held three times daily.



Beautify—Protect With DURATILE!

as low as \$1.00 per sq. ft. installed, including material

55¢ per sq. ft. self-installed including material.

FHA APPROVED

No Down Payment • 3 Years to Pay

We Invite You to Visit Our Display Room

ASPHALT FLOOR TILE—RUBBER FLOOR TILE

Two-panel roll-away glass enclosure with chrome towel bars, installed \$85.00

Free Estimates Gladly Given Phone 7-1237

DURATILE ASSOCIATES

723 EAST PACIFIC COAST HIGHWAY



Upper photograph is a view of a bedroom in the furnished model opened to the public today in Lakewood University District by Barker Bros. and Walker & Lee, Inc. Furniture of Philippine mahogany runs under \$1000 for the two-bedroom house. Pictured (lower photograph) at a meeting last week where plans for the opening were completed are (standing, left to right) Neil Petres, president of Barker Bros.; A. T. Danielson, vice president; Robert Walker, president of Walker & Lee, Inc.; and DeWitt R. Lee, vice president. Seated (left to right) are Floyd Hickman, manager of the Long Beach Barker Bros., and Martha Weaver, nationally prominent interior decorator, who planned the furnishings of the model. The house is at Bellflower Blvd. and Mezzanine St.

Barker Bros. Presents New Line in Walker & Lee Home

LATEST ideas in small home design and furnishings are embodied in the model residence being opened to the public today in the Lakewood University district, according to officials of Barker Bros. and Walker & Lee, Inc., co-sponsors.

Located at Bellflower Blvd. and Mezzanine Sts., the two-bedroom home displays a new line of Barker Bros. Philippine

mahogany furniture costing less than \$1000 for the entire houseful.

The furniture, an exclusive Barker Bros. creation, is of white luan—a Philippine mahogany—in wheat tone finish. The house is the patio type which has been exceedingly popular with visitors to Walker & Lee subdivision, spokesmen said.

Included in the budget of less than \$1000 for a five-room home are sofa, lounge chair, two occasional chairs, two end tables, cocktail table, lamp table and desk in the living room. Dinette table, four upholstered seat and back chairs, and a dining server for the dining room. In each bedroom

the ensemble would be completed with a bookcase headboard bed; an eight-drawer double chest, and a nationally famous box spring and mattress.

"We have tried, and I think we have succeeded, to make University House look like the place where normal human beings would live and not like a show window in our store," observed Martha Weaver, interior decorator for Barker Bros.

University House has been decorated to set the pace for buyers interested either in completely furnishing a home or in purchasing individual pieces, Miss Weaver said.

Floyd Hickman, manager of the Long Beach Barker Bros., said the new line will be featured in the small homes division to be opened in the local store tomorrow.

The homes in the University District being placed on the market this week by Walker & Lee will feature both conventional and modern stylings. They are priced from \$8950. All homes have two-car garages, landscaped yards, enclosed patios, and in most instances, an opportunity for buyers to select both interior and exterior color combinations. No down payment is required for veterans.

The model home will be open until 10:00 p. m. today. Representatives of Walker & Lee and Barker Bros. will be on hand.

Bjorndahl Buys Agency

THE insurance department of Rex L. Hodges Realty Co. has been sold to Joseph R. Bjorndahl, its former manager, according to Bill Barbee, president.

The new firm will be called Bjorndahl & Hodges General Insurance Agency. Its offices will remain at 408 E. First St. All coverages except life insurance will be handled.

Bjorndahl attended Polytechnic High School and Long Beach City College. He entered the insurance business in Denver. During World War II he was a specialist in the public relations department of the Coast Guard.

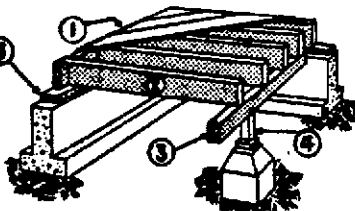
DID YOU KNOW?

THAT YOU CAN BUY LAND WHOLESALE \$3 to \$5 acre full price—Farm, Timber, Ranch Lands in California, Oregon and Washington. Send 10c for prices, photos, full information about amazing buys YOU can make. COAST LAND CLUB Dept. 2, 5291 Fountain Avenue, Los Angeles 27, Calif.

"PROTECT these 5 WEAK SPOTS* against TERMITES and DRY ROT and you'll get A Longer Lasting Home."



1. Sub Floor
2. Floor Joist
3. Girder
4. Post
5. Mud sill



... and BAXCO PRESSURE TREATED FOUNDATION LUMBER does protect these 5 weak spots against wood decay and termites!

WHY GAMBLE? Before you build or buy. Be sure to specify



To get a Longer Lasting Home

costs so very little more—only a few cents per foot of floor area. This low cost is possible because, where Baxco Foundation lumber is used, other construction savings usually result.

Are Termites and Dry Rot a Menace in Southern California?

A survey based on 16,000 inspections of local dwellings and buildings reveals that 71.6 per cent showed damage either by subterranean termites, or dry rot or both! Average cost of each repair bill was \$136 per unit—more than twice the initial cost of Baxco 5-way protection!

Ask your lumber dealer for complete information about Baxco Pressure Treated Foundation Lumber.

J.H. Baxter & Co.

ATTENTION!

Lakewood Home Buyers

You'll enjoy visiting our

13 Model Homes

As official suppliers of furniture to budget-wise Lakewood home-buyers, we maintain the only model homes in this magnificent 17,000-home development.

All periods, styles and motifs are represented in our offerings . . . and because of our tremendous volume purchases, you may rest assured that your furniture requirements can be filled by us at prices unequalled anywhere.

Ask for Our Sales Representatives at the Model Homes

Aaron Schultz

4221 Atlantic • 317 American • 2024 Pacific • 238 Locust
301 W. Center, Anaheim
Complete Home Furnishings for Over a Quarter Century

Heading for a New Home?

Make

Westfield

Rolling Hills subdivision

Your BEST stop

for a real Country atmosphere
for a Beautiful Spot in which to Live
for Horse Trails and Hiking
for Raising Healthy Children
for Exceptionally Fine Schools
for Smog-Freedom

All this PLUS

the BEST "Package" Deal YOU ever saw

for Buying a Lot, for Custom Construction, for Financing—nothing like it in years

For Non-Veterans—liberal FHA and conventional loans

For GI's, generous financing for a 1200 sq. ft. or larger Dream Home of YOUR Own Design

GI's with Junior Executive take-home pay and \$1000 can qualify for a home to be built by their own contractor

Fully improved lots, 1/2 acre and larger. As low as \$25 per month

Only in Westfield can Non-Vets and GI's Buy and Build with the Best Financing ever offered for those who DO NOT want to live in a Tract.

Directions: Out Pacific Coast Hwy., south on Hawthorne, Crenshaw, Marbonne, Western or Vermont to Pales Verdes Drive to subdivision just west of Crenshaw.

Westfield

George S. Donke Co.
EXCLUSIVE AGENTS
3700 Pales Verdes Drive, North
Phone: Frontier 5-3211

Before you buy elsewhere—see what Lakewood Crest offers for as low as \$6,950

Lakewood CREST

AS LOW AS \$39.43 PER MONTH INCLUDES EVERYTHING

NO DOWN \$95

MOVES YOU IN—IMPOUNDS ONLY TO VETS

MOORE REALTY
Sales Agents
4151 East Carson at Lakewood
Phone 5-1217

Open House! See the beautiful furnished model home today!

No down payment—no city taxes—lowest monthly payments—lowest cost—plus ALL these outstanding features:

- GARBAGE DISPOSAL
- BREAKFAST NOOK
- LAWN AND SHRUBS
- CLEAR OAK PARQUET FLOORS
- RY-LOCK SCREEN
- DOUBLE SINKS
- OIL PAINTED INTERIORS
- LOTS OF STORAGE SPACE
- PICTURE WINDOWS
- 12 BASIC FLOOR PLANS
- 42 EXTERIOR STYLES
- And many more fine features

Ideal location—at Devon Ave. and South St. Just west of Lakewood Blvd. Only 5 blocks from the new MAY CO. store and fine shopping district—and adjacent to new elementary school.

City Up to Fifth

LONG BEACH mounted to fifth place among western cities last month in dollar volume of new construction authorized, it was reported last week by Western Building magazine, Portland, Ore.

The magazine's monthly survey of the 11 western states, Hawaii and British Columbia revealed that building far outstripped its June, 1949, marks.

Construction projects amounting to \$245,314,735 were approved in the 259 cities and counties included in the survey. For the same month last year, the total was \$162,330,501.

Los Angeles was top city last month with \$35,598,086; compared to \$29,434,964 in June, 1949. Denver was second with \$6,715,114. Third was San Francisco at \$5,625,246. Seattle stood fourth with \$5,323,710. The Long Beach total was \$4,813,890.

Industries Essential

NEW INDUSTRIES and a convenient rapid transit system are essential for a stabilized employment market in Long Beach, according to George Toll, manager of the local office of the California Department of Employment.

The tremendous housing development in the Lakewood area and the construction of several shopping districts, including the 150-acre Lakewood Center with the 300,000-square-foot May Co. store, will continue to expand construction employment, Toll said.

The Veterans Administration alleviated a "black spot" in the business picture by taking over the Naval Hospital, he continued. Both from the standpoint of governmental employment and increased opportunities for civilian nurses and attendants, the VA has benefited the city.

"However," Toll added, "only the bringing in of new industries and the development of a rapid, convenient, public transportation system to industrial areas will make it possible to utilize fully Long Beach housing potentialities and place Long Beach employment on a permanently sound basis."

Developers Plan 430

A \$3,350,000 building program calling for construction of 430 homes in two separate residential developments has just been launched by Richard S. Diller and Irving L. Kalsman, widely known Southland builders.

Three hundred two-bedroom homes will be built in a development to be known as "Sun-kist Gardens," situated at Compton Blvd. and Compton Ave. in the city of Compton. The property, about a mile west of Compton's main business area, is three miles east of Main St. and just west of Wilmington Ave.

To be built in 15 varying designs, the homes will be offered from \$7500 to \$7900.

Another 130 homes, in two-bedroom and three-bedroom styles, will be built in "Rosemead Gardens," at Dunlap Crossing and Coffman-Pico Rds., just south of Whittier Blvd. and west of Rosemead Blvd. in the Whittier area. These homes, too, will be built in 15 different designs.

New Krist Development

NEWEST of the Ed Krist "Happy Homes" developments will be opened formally next week end, July 22 and 23. It was announced yesterday.

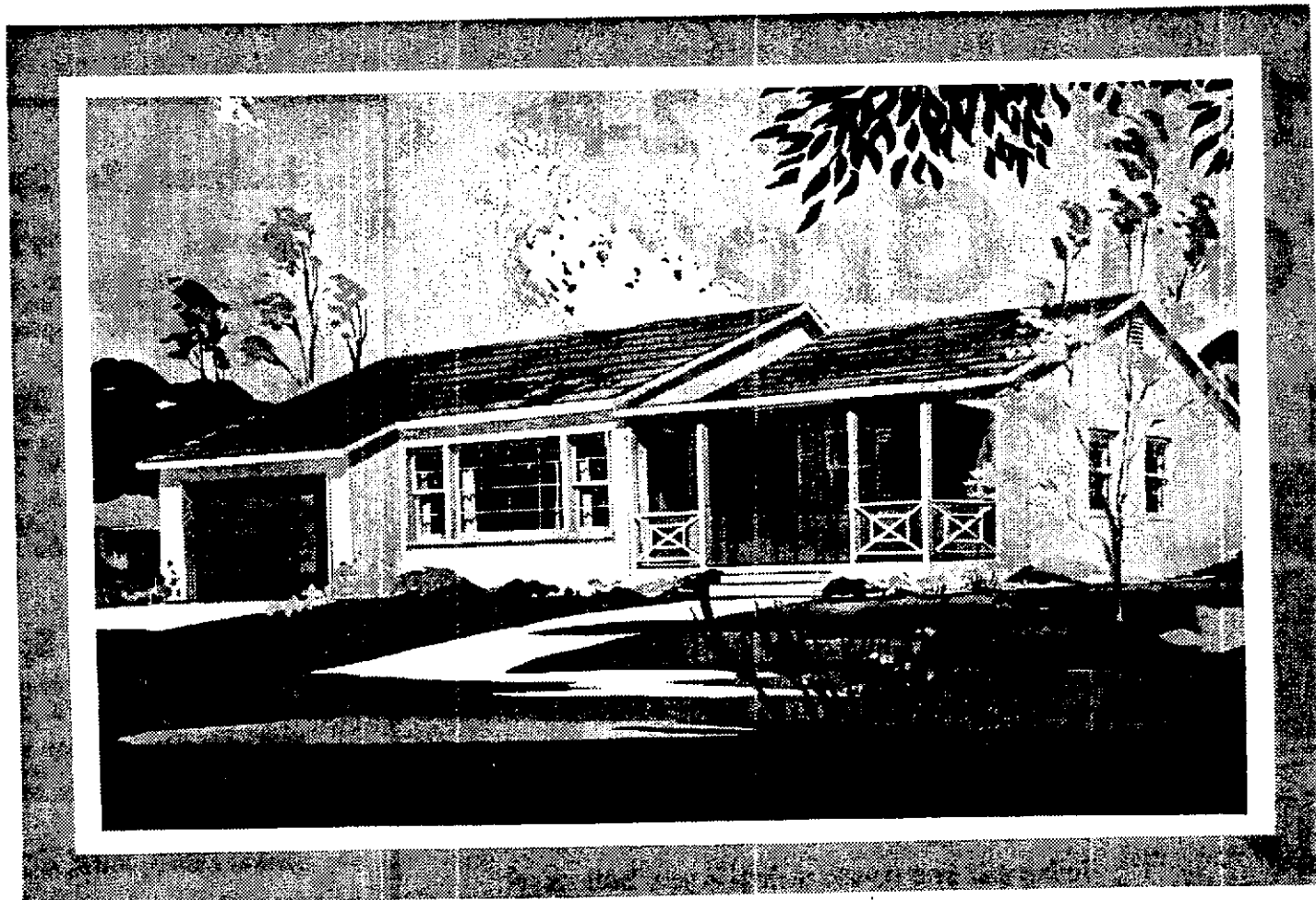
The new community consists of 204 two-bedroom homes fronting on Studebaker Rd., one-quarter mile south of Rosecrans Blvd., Norwalk.

Homes in the new development are being offered for sale under a policy, Krist announced, that veterans and non-veterans will be offered exactly the same terms.

With the exception of homes set on corner lots, every home is priced at \$6850.

Sunday, July 16, 1950

Just what are you going to buy...a house or a home?



SO YOU'RE TIRED of renting... tired of cramped quarters... tired of dirty walls and woodwork... tired of worrying about your youngsters having no place to play... and you've decided to buy.

It's a big decision... a once-in-a-lifetime investment... the difference between happiness and discontent for years to come. Think it over carefully. Be sure you buy a HOME, not just a house. A place you'll be proud to own... be proud to have your friends and business associates visit... with long-range advantages for your children in a NEW community where you will live with your neighbors as friends.

Ask yourself these questions:

Q Just where am I buying my home? What sort of neighborhood will I live in?

Q Will my home be in just another subdivision added on to an existing neighborhood—possibly a tract on the wrong side of the tracks?

Q Where will my children go to school—what about churches—playgrounds?

Q What about recreation facilities?

Q Who is building this home for me—are they experienced and reliable?

Q Is the house soundly constructed? Will it have the conveniences I have dreamed of having in my own home?

Here is Lakewood Park's answer:

A Your home in LAKEWOOD PARK is a NEW home in a NEW community. Wide tree-shaded streets, green lawns, handsome Electrothers will make LAKEWOOD PARK one of the most beautiful communities in Southern California.

A LAKEWOOD PARK is an entirely NEW COMMUNITY. Everything is NEW—including a huge NEW shopping center where the MAY COMPANY is locating its \$5,000,000 NEW department store. Your neighbors will be young people like yourself, progressive, ambitious.

A Land in LAKEWOOD PARK has already been secured by the County for NEW schools, new playgrounds. Your children will enjoy the most MODERN facilities. New churches of all denominations will be built.

A Spectator or active sports fans will find everything they want in LAKEWOOD PARK. A championship golf course at the Lakewood Country Club... Tennis, too—grass or cement courts. College sports? The Long Beach City College stadium is nearby. And, of course, for sun and swimming, ocean beaches are just minutes away!

A The experience and "know how" from 250 Million Dollars worth of home building in Southern California is behind each LAKEWOOD PARK Home! What's more, you buy from the BUILDER—not a middleman, who will sell and go.

A Yes! That same 250 Million Dollars of experience means a BETTER house for you... better built... better planned, because you benefit from mass production savings. Many conveniences, too—Waste King garbage disposers, inlaid linoleum in kitchens, rubber tile bathroom floors, shower over tubs, stainless steel drainboards, automatic hot water heaters, separate service porch laundry facilities... and lots more!

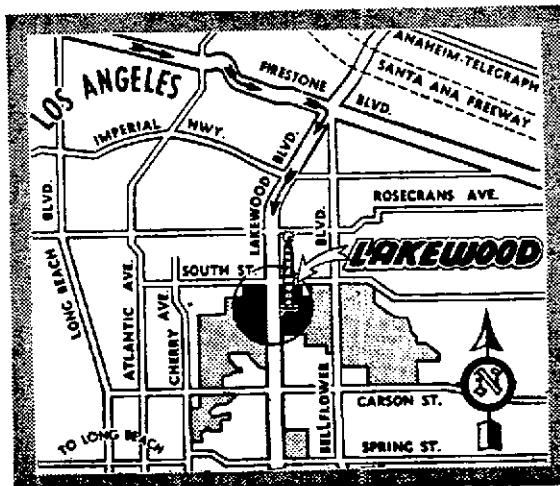
No down payment for Veterans

A good faith deposit of \$50 is applied towards the low impounds and escrow fees.

LAKEWOOD

THE 250 MILLION DOLLAR PLANNED COMMUNITY

Park



Come out Today and see Lakewood Park for yourself! A new concept of housing... a tremendous community development in the great American tradition of vision and courage!



Easy to get to!

From downtown Los Angeles drive east on MANCHESTER and FIRESTONE BOULEVARD to LAKEWOOD BOULEVARD, turn right and continue to CAMERINO STREET which is one block below SOUTH STREET. Watch for the giant Billboards... and the LAKEWOOD TOWER!

Drive to the Tower

Sales Office: 5327 LAKEWOOD BOULEVARD • JUST BELOW SOUTH STREET

OPEN 9 A.M. TO 10 P.M. EVERY DAY

2 Bedroom Homes

\$43
monthly

3 Bedroom Homes

\$54
monthly

9 Model Homes

Open now! Nine model homes... all furnished. Come down today—tonight. Homes and sales offices floodlighted every night for your convenience.

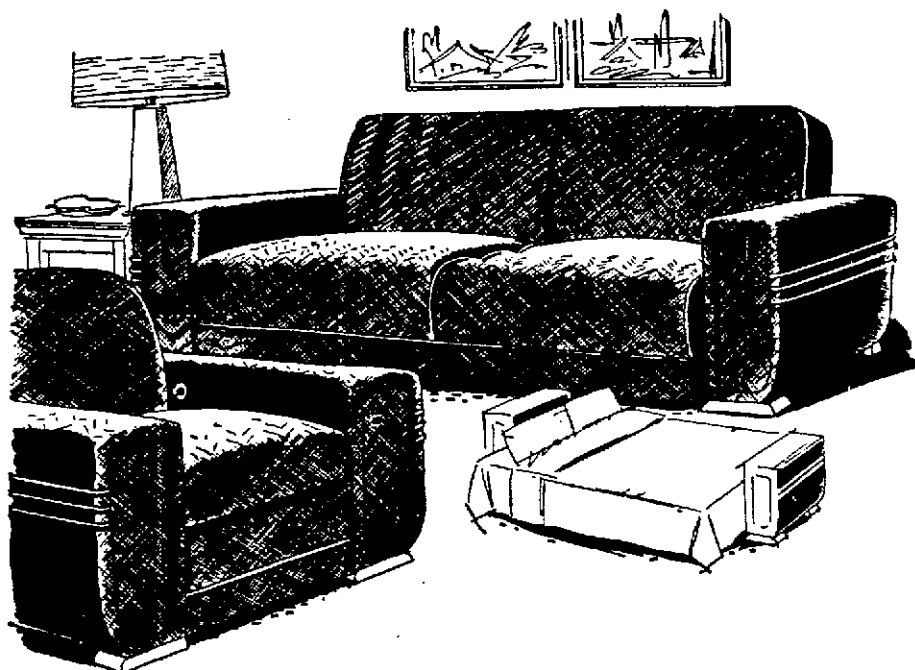
OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30



Sale! FURNITURE and RUGS

FURNITURE BEDSPREADS DINNERWARE HOUSEWARES FLOOR COVERINGS LAMPS CURTAINS SLIP COVERS

Compare with 159.95 Sets! 2-Pc.
Bed Divan Group



134⁸⁸

ONLY 13.48 DOWN

Sears Easy Terms,
Usual Carrying Charge

Compare with groups regularly selling at 159.95 and this big, comfortable divan with 265-coil spring unit over no-sag springs is your best value! Roomy bedding compartment. Choose from heavy fringe covers in many colors.

Exclusive 'Harmony House' Style in Open Stock! Limed Oak
Bedroom Ensemble

Sears exclusive! 'Harmony House' bedroom pieces—your assurance of top quality! Correlated functional modern furniture . . . each piece styled to harmonize and match every other piece. All the drawers have hardwood interiors, dovetailed fronts, center guides. Each piece has a six-coat finish.

37.95 Value Bed, full or twin

32.88

69.95 Value Double Dresser Base

59.88

21.95 Value Double Dresser Mirror

17.88

44.95 Value Big 4-Drawer Chest

37.88

84.95 Value Vanity, big mirror

42.88

10.95 Value Sturdy Vanity Bench

8.88

14.95 Value Sturdy Night Stand

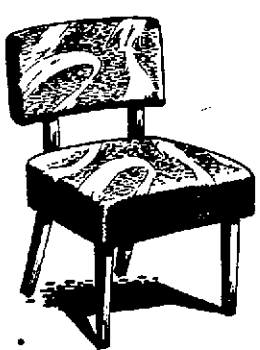
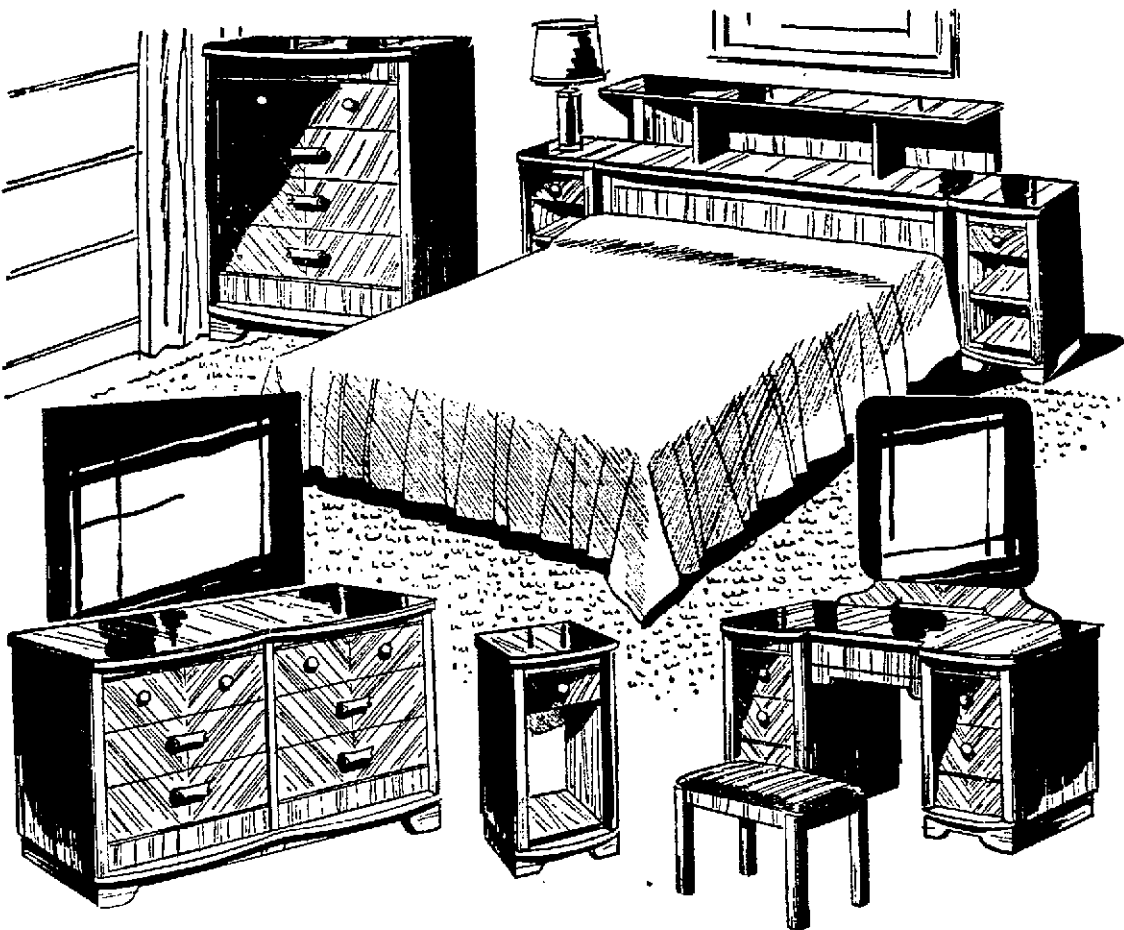
12.88

39.95 Val. Sturdy Headboard

32.88

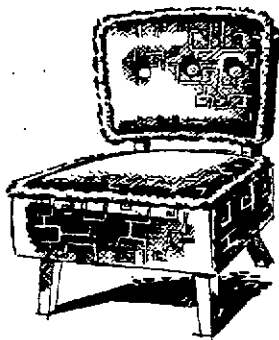
19.95 Value Attractive Commode

17.88



Colorful TV Chairs
12.88

15.95 to 18.95 values! All hardwood frames; wide choice of handsome covers in choice of colors.



39.95 Value Chairs
25.88

Tapestry and maitresse covers with moss edge trim in choice of colors . . . With hardwood frames.



44.95 Value Rockers
36.88

Comfortable coil spring base over no-sag spring. Tulex padding. Tapestry and plastic covers.

Mattress, Box Spring
69.95 Value **49.88**
Innerspring mattress has 220 coils, strap handles. Sold separately, full or twin size; mattress, 26.95, box spring, 26.95.

Mattress, Box Spring
89.95 Value **69.88**
Mattress has 256 coils with 'firmflex' super edge. 88-coil matching box spring. Sold separately, full or twin, 36.95.

Mattress, Box Spring
99.95 Value **79.88**
1020-coil synchronized sleep ensemble. Heavy ticking in pastel colors. Sold separately, full or twin size, 39.95.

Mattress, Box Spring
119.50 Value **89.88**
856 coils in mattress clipped together for durability. Heavy rayon damask ticking. Sold separately, full or twin, 54.95.

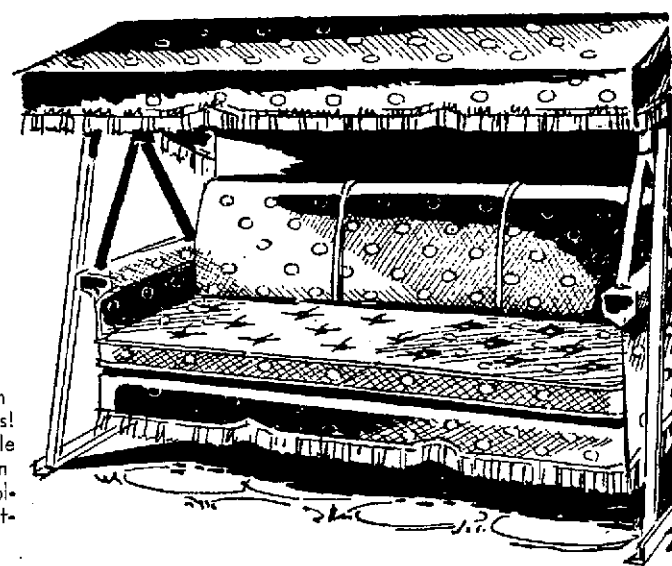


Plastic Coated Covers! 69.95

LAWN SWINGS
59⁸⁸

5.99 Down
Sears Easy Terms
Usual Carrying Charge

Big, sturdy, colorful lawn swing with deluxe features! 96-coil base with adjustable headrest. Your choice from red or green with white polka dots or green floral pattern.



Finger-tip locking device
24.95 Value Cribs

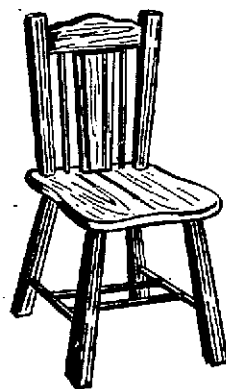
Now Only **21⁸⁸**

Full-size crib, all-hardwood construction. Finger-tip locking device for convenience. Full panel ends and steel spring. 7.95 value plastic mattress, 6.88.



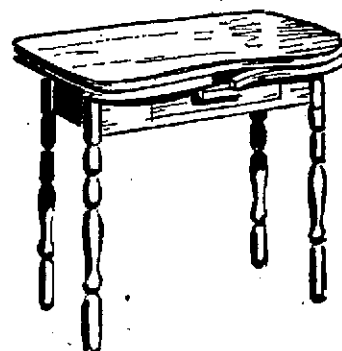
29.95 Value Baby Carriage
24.88

Sturdily constructed carriage with weather-resistant fabric body, fully collapsible. With large 10-inch rubber tire wheels.



2.95 Value Chairs
1.88

Smoothly sanded, ready to paint, stain or varnish. Fluted back and legs, 15x15-inch seat.



7.95 Value Ready-to-paint Tables
5.88

'Thriftycraft' ready-to-paint dressing table, with kidney-shape top and one drawer.

'Satisfaction guaranteed or your money back' SEARS

AMERICAN at FIFTH
PARK FREE PHONE 6-9721

Press-Telegram Southland Magazine